OCTOBER 30, 1950

BROADCASTING
TELECASTING

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A NEW IOWA SURVEY WITH RELIABILITY PLUS!

Combines Large Sample "Interview" and "Diary" Techniques

FOR years, the Iowa Radio Audience Surveys have been recognized as thoroughly reliable and highly informative studies of Iowa listening habits. They have answered such provocative questions as "How much do people listen to car radios?" . . . "How much extra listening takes place in multiple-set homes as compared with single-set homes?" . . . and "What is the listener attitude toward commercials?", as well as the more conventional questions concerning program and station preferences.

The 1950 Edition of this famed Survey, now ready for distribution, was conducted with the same scientific sampling methods that distinguished the twelve preceding editions. However, the "interview" method of gathering facts, which was the basis of the earlier surveys, was this year combined with a new "diary" method. As a result, the 1950 Edition contains much new information and is even more reliable than in previous years.

INTERVIEW TECHNIQUE

The interview technique is based on a personal interview in the home, with one member of the family. It permits a large and statistically reliable sample to be interviewed at reasonable cost. It permits a correct proportion of replies from every segment of the State's population — geographical, economical, etc. It has two minor weaknesses, however; it depends upon the "recall" of the person being interviewed and it usually reaches only one member of the family.

DIARY TECHNIQUE

The diary technique as used in the 1950 Radio Audience Survey overcomes the handicaps inherent in the interview technique. It provides *each radio set in the home* with a diary which is filled in at the time of listening by the person in charge of the dial. This diary is voluntarily kept for 48 hours.

The reliability of the 48-hour diary-type radio survey used in the 1950 Iowa Radio Audience survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

COMBINED INTERVIEW-DIARY TECHNIQUE

The 1950 Survey combines the best features of both techniques by making every seventh selected home a "diary home," as well as an "interview home." This eliminates the weaknesses of both methods and at the same time maintains a large and scientific sampling of the whole State by farm, village, urban and other categories.

The 1950 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. It is not only an invaluable study of *Iowa* listening habits, it is also an outstanding contribution to radio research in general. Write for your complimentary copy, *today!*

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

It takes the proved **selling** *power of* **WHAS...**

WHAS offers the only complete farm programming service for Kentucky and Southern Indiana. Kentuckiana farmers depend on WHAS Farm Coordinator Frank Cooley Assistant Don Davis for up to the farm news and market reports.

...to reach the record **buying** *power of Kentuckiana*

Recent U.S.D.A. figures show Kentucky has more cattle and calves, more hogs and pigs, more sheep and lambs, more horses and colts, and more chickens on farms than any other state south of the Ohio and east of the Mississippi Rivers.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Television in the WHAS tradition

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

the meat of the nut . . .

Why buy the shell?

In this billion-dollar Tri-Cities market, WTRY neatly tucks in its coverage where the sales are, leaving the fringe counties for the station with the oversized reach and the costs to match. We can send you a book-full of figures to prove it, but here is the meat . . .

WTRY (5 kw)	110,690 radio families
Station A (10 kw)	79,510 radio families
Station B (5-1 kw)	79,340 radio families
Station C (50 kw)	116,390 radio families

(BMB Total Weekly Audience in the Tri-City Counties of Albany, Schenectady, Rensselaer)

Now—let's scan station C. This 50,000-watter spreads its coverage over mountain and dale, pours it out to less populated areas. But, of 16 markets claimed by Station C, five counties represent more than two-thirds or 67% of the total 360,700 radio families. And, in these five counties, WTRY delivers a larger audience than Station C. Yet, Station C's cost for an announcement, for instance, is 2½ times that of WTRY.

Does the extra coverage you get on Station C justify the added cost? Ask yourself or ask HEADLEY-REED.

ALBANY • TROY • SCHENECTADY
980 kilocycles CBS 5000 watts

Represented by Headley-Reed Company • Columbia Broadcasting System

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Closed Circuit

REPORTS persisted Friday that United Paramount Theatres is bidding for acquisition of ABC, despite thorough denials. Formed in divorcement of Paramount Pictures' production and exhibition activities, theatre firm has long-pending FCC applications to take over old picture company's control of WBKB (TV) Chicago and half interest in WSMB New Orleans. FCC action on this application has been held up while FCC tries to arrive at "anti-trust policy"—which may come soon.

ONE of first results of Mexico's withdrawal from NARBA conference [BROADCASTING, Oct. 23] will be reactivation of Daytime Petitioners Assn.'s efforts to get FCC authority for full-time use of six Mexican 1-A channels currently used in U. S. on daytime-only basis.

POTENCY of radio, television and newspapers to be tested in 13-market survey by Emil Mogul Agency, New York, on behalf of its client National Shoes. Campaign starts this week.

FITCH SHAMPOO (Grove Labs) cancelling its MBS show, *The Shadow*, effective Dec. 3, and will probably buy spots in selected markets. Reason for cancellation increasing production costs of product. Harry B. Cohen, New York, is agency.

KENYON & ECKHARDT, New York, expected to resign Sylvania Electric Products account, effective Jan. 1.

FIRST CBS commercial color account could well be Tintair, hair color restorative, now sponsoring Sinatra on CBS-AM. Company, paradoxically, is owned largely by Martin Strauss, formerly of Eversharp, and Carl Byoir, public relations expert just retained by RCA in color fight. Don Nathanson, former advertising head of Toni during its phenomenal development, also is with Tintair. They hope to land Arthur Godfrey.

SAM SUTTER, vice president, Dancer-Fitzgerald-Sample, New York, moving to William Esty, New York, as copy chief.

WITH TV freeze limiting their television station representation possibilities, certain key station representative firms are exploring possibilities of expanding their revenues by selling syndicated film to stations, along lines of activities of Radio Sales, Radio and Television Stations Representative, CBS.

NEGOTIATIONS of George B. Storer, president of Fort Industry Co., with Cuban Banker Jose Menanos for acquisition of Television de Caribe, temporarily at standstill pending resolution of a mix-up over allocation of permanent TV channel to Cuban company.

ONE large midwestern agency began shooting all television commercials on color film day after FCC decision adopting CBS stand-

(Continued on page 82)

Upcoming

Oct. 29-Nov. 4: National Radio & Television Week.
Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.
Oct. 31-Nov. 1: AAAA Eastern Conference, Waldorf-Astoria Hotel, New York.
Nov. 2-3: NAB District 4, Williamsburg Inn and Lodge, Williamsburg, Va.
(Other Upcomings on Page 67)

Bulletins

DEMAND that CBS avoid controversial color TV discussion on *Arthur Godfrey's Talent Scouts* program on CBS-TV submitted Friday to President Frank Stanton by William Brooks Smith, advertising manager of Lipton Tea Co., Lever subsidiary. Protest arose from Mr. Godrey's advice to set buyers on Oct. 23 program.

SOME SET MAKERS FORECAST CUTBACK IN PRODUCTION

PORING over National Production Authority's plan for up to 20 or 30% cutback in basic metals (story page 19), some radio-TV manufacturers Friday forecast substantial curtailment in civilian output, though most withheld comment pending more thorough studies.

John B. Huarisa, executive vice president of Admiral Corp., felt "apparently new restrictions are just beginning," and said that though next year's outlook is "not clear," he thought production may be off 25% to 30% or more.

Leonard Ashbach, president of Majestic Radio & TV Division of Wilcox-Gay Corp., on basis of newspaper accounts of NPA plan said idea of 20-30% outback is "ridiculous"—even now, he said, it's hard to get components for TV sets for 50% of firm's capacity. Another manufacturing representative felt NPA cutback, coupled with color TV decision, 10% excess profits tax on TV sets, etc., poses serious threat to TV manufacturer.

Comdr. E. F. McDonald Jr., Zenith Radio Corp. president, termed cutback "no surprise," said Zenith is preparing for future shortages and production cuts. Pilot Radio Corp. President Isadore Goldberg forecast ultimate cut in civilian production to about 50%. He foresaw no effect until present inventories run out, which he estimated at one or two months. Spokesman for John Meck Industries and Scott Radio Labs termed NPA move "no thunderbolt of news."

Admiral's Mr. Huarisa called for shelving of color and UHF TV "until the nation can return to a peacetime economy." He said "we would much prefer to let our engineers work on government military orders than have them devote time to a color TV system which is primarily for the use of a handful of CBS executives."

Among manufacturers withholding comment pending further study of NPA action were RCA, General Electric, Westinghouse, Emerson.

Business Briefly

THAYER NAMES ● Thayer Inc., Gardn Mass. (baby furniture), appoints McCa Erickson, Boston and New York, as agen Radio and TV considered.

CLUB CONTINUES ● Philip Morris Co. renewing for 52 weeks *Johnny Olsen's Lunch Club*, Mon.-Fri., 12-12:25 p.m. on ABC a *One Man's Opinion*, 8:55-9 a.m., over AB Mon.-Fri. Agency, Cecil & Presbrey, New Yo

CAMPANA ON NBC ● Campana Sales renews *Solitaire Time* for 52 weeks on NB Sun., 11:45-12 noon. Agency, Clements Philadelphia.

HARRISON EXPLAINS CONSTRUCTION BAN

NO "specific assurance" can be given that no defense building projects already begun m be completed, William H. Harrison, NPA a ministrator, reiterated Friday. Mr. Harris made statement in reply to telegram fro Associated General Contractors of Americ Officials said this would apply to radio-T construction, terming this "more essential" a present time than types prohibited in origina order (story page 19). Mr. Harrison stated:

Possibly further types of construction would ha to be limited in the future. . . . No specific assuran could be given that non-defense projects start could be completed. Within the past few weeks w have had requests for assurance on this particula point and in the public interest it seemed importan to make reference to (it) in the order. Appeal procedures are specifically provided for. . . .

We are mindful of the extreme importance of th broad question . . . and should it later be found necessary because of increased demands of the defense program to limit further types . . . it will be our intent to avoid interruption of project already underway as was done in the order. On the other hand, we cannot give assurance that circumstances in the future will permit adherence to this policy.

FALSTAFF MAY EXPAND

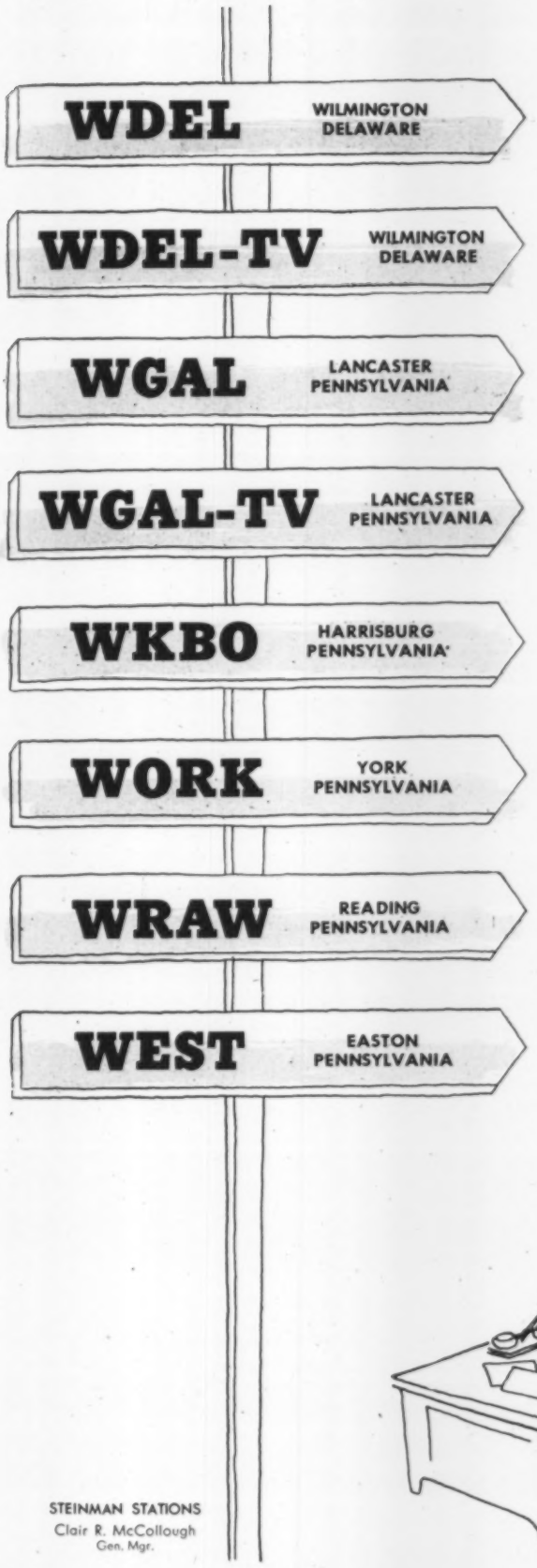
FALSTAFF BREWING Co. considering ex pansion of sponsorship of late evening movies on television. Firm experimented in St. Louis and now bought another show in Omaha be cause of successful results of free offer of salt and pepper sets. Falstaff also switching its transcribed *Meredith Willson Show* in more than 60 radio markets to local shows relying on station's programs to reach its audience best. Dancer-Fitzgerald-Sample, New York, is agency.

AAAA TV DISCUSSION

FRANK STANTON, CBS president, and Fred Rickey, CBS-TV producer in charge of color, will discuss program production for color TV Tuesday afternoon at radio and television production session of eastern meeting of AAAA, to be held at Waldorf-Astoria, New York. Mark Woods, ABC vice chairman; Brig. Gen. Edward Lyman Munson Jr., director of NBC's TV film division, and Jerry Lester, comedian, will also speak, following panel discussion conducted by Myron Kirk, radio-TV vice president of Kudner Agency.

LEVER MAY ADAPT SHOW

LEVER BROTHERS considering daytime television version of its *Aunt Jenny* radio show. Ruthrauff & Ryan, New York, is agency.



STEINMAN STATIONS
Clair R. McCollough
Gen. Mgr.

this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell *your* product. Write for information and rates.

Represented by
ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

NBC AFFILIATES

MORE THAN
1/3 OF ALL KIDS
IN CULLMAN*, ALABAMA
VOTED FOR
"CISCO KID"

*Population (1940 Census)—5,074

SENSATIONAL PROMOTION CAMPAIGN
From buttons to guns—is breaking traffic records!

Do kids love "Cisco Kid?" Klein's Dairy says: "Yes!"

. . . 857 kids (⅓ of Cullman's kid population) signed petitions saying: "Please keep Cisco Kid on the air!—we *love* Cisco Kid!" Says Hudson Millar WKUL Manager: "Cisco Kid is the best show we have on the air!"

Write, wire or phone for proof of "Cisco Kid's" sensational performance. See the factual presentation!

LOW PRICED!
½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

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TORONTO: 417 Harbour Commission, *ELgin 0775*; James Montagnes.

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XUM

This is CBS in 1950...

creator of great radio programs

COMPARATIVE NETWORK SCHEDULES

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (226) R	Rate Your Mate	Roy Rogers	The Big Show
6:15	Seeman Bros. Mus. Headlines (218) R	"	Quaker Roy Rogers (526)	"
6:30	Norman Brokenshire Show	O-P-P, Our Miss Brooks (152) R	Dudley Packing Nick Carter (317)	"
6:45	"	"	"	"
7:00	Sam Kaye	Amer. Tob. Co. Jack Benny (184) R	Affairs of Peter Salem	"
7:15	"	"	"	"
7:30	Cliche Club	Lever-Rinso Amos 'n' Andy (173)	General Foods Juvenile Jury	Phil Harris-Alice Faye Show S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (184)	Singing Marshal	Tales of the Texas Rangers
8:15	Stop the Music (196)	"	"	"
8:30	Slippercraft Stop the Music (171)	P & G Tide Red Skelton (149)	Enchanted Hour	U. S. Steel Theatre Guild (168)
8:45	Old Gold Stop the Music (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Cos. Corliss Archer (167)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (284)	"	"	"
9:30	Cross Roads	Philip Morris Horace Heidt (174)	Rhodes Gabriel Heatter (26)	Bayer Aspirin Am. Album Fam. Music (154)
9:45	"	"	War Review	"
10:00	Ginny Simms Show	Carnation Co's Contented Hour (161)	Oklahoma Symphony Orchestra	RCA The 564 Question (190)
10:15	Jimmy Blaine	"	"	"
10:30	Co-op Jackie Robinson	Longines-Wittnauer, Choraliers (151)	"	Meet Me in St. Louis S
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Joe Hasel	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
6:15	News	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	Brokenshire	No Network	"	Skyline Serenade 6:20-6:45 S
6:45	Ed. C. Hill	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G Dreft Beulah (110) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kaltenborn (30)
7:15	Co-op Elmer Davis (45)	P & G Oxydol Oxydol Show (106) R	Dinner Date S	Echoes from the Tropics
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Nazzaro Gabriel Heatter (84)	Miles Labs. News of World (149)
7:45	" •	A. O., P. & G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
8:00	Inner Sanctum	Bromo Seltzer Hollywood Star Pl'house (159) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (169)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Godfrey Talent Scouts (139) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (240)
8:45	UNA MAY Carlisle	" •	"	"
9:00	Martha Lou Harp	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	Paul Harvey	"	"	"
9:30	Johnny Desmond S	"	War Front—Home Front	Cities Service Band of America (92) N
9:45	"	"	"	"
10:00	United—or Not!	Lyr.-Peyser Dent My Friend Irma (176)	A. F. of L. Frank Edwards (145)	NBC Symphony
10:15	"	"	I Love A Mystery	"
10:30	Longines Symphonette	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	"
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Skyline Serenade 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr (302)	Pure Oil Co. Harkness (27)
7:15	Co-op Elmer Davis (45)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Echoes from the Tropics
7:30	Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Miles Labs. News of World (149)
7:45	"	A.O., P.G.G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
8:00	Paul Whiteman Presents	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	duPont Cavalcade of Am (153)
8:15	"	"	"	"
8:30	Gentleman of the Press S	C-P-PT thPwdr. Mr. & Mrs. North (1.2) R	Official Detective S	Lewis-Howe Baby Snooks (167)
8:45	"	"	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (174)	John Steele Adventurer	Liggett & Myers Bob Hope (169)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Philip Morris Truth or Consequences (149)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (150)
9:45	Fine Arts Quartet S	"	"	"
10:00	Time For Defense S	Dollar A Minute	A. F. of L. Frank Edwards (146)	Lever Bros. Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	Longines Symphonette	Capitol Cloak Room	Ben Pollack Show	Brown & Wmsn Peop are Funny (168)
10:45	"	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (95)	"	Dixie 4 Quartet	Cameos of Music (9:30-10 Spl.)
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Dr. Peale Art of Living S
10:45	"	Church of Air S	"	News Highlights S
11:00	Fine Arts Quartet	Salt Lake City Tabernacle	Christian Ref. Church, Back To God (266)	Faultless Starch Time (54) Spl.
11:15	"	"	"	Morning Serenade (11-11:30 Spl.)
11:30	Hour of Faith S	Invitation to Learning* S	N'western U Review S	The UN is My Beat
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Natl. Weak in N.Y.	People's Platform	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	Howard K. Smith	Mutual Chamber Music S	The Eternal Light S
12:45	"	Richfield C. Collingwood (38)	Dawn Bible Frank & Ernest	"
1:00	Dr. Wm. Ward Dr. Wm. Ayes	N. Y. Phil. Sym.	A. R. Warblers (Amer. Bird) Products	The First Freedom S
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Sterling Drug My True Story (204) R	Lever-Rinso A. Godfrey (167) R	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	"	Pillsbury & Wildroot, Arthur Godfrey (174) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (176) R	Say It with Music	Campbell Soup* Double or Nothing (32)
10:45	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (176) R	"	"
11:00	Modern Romances*	Liggett & Myers Arthur Godfrey (185) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (195) M-W-F
11:15	"	"	"	"
11:30	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Queen for A Day S	Prudential Ins Jack Berch (141)
11:45	"	P&G Ivory Snow Rosemary (137)	"	Babbitt David Harum (58)
12:00 N	Johnny Olsen Luncheon Club	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	" •	Lever Bros. Aunt Jenny (83)	Lanny Ross S	Armour & Co. Dial Dave Garroway (144)
12:30	Herb Sheldon	Whitehall Helen Trent (165)	Miscellaneous Program	Music (M. & W.)
12:45	"	Whitehall Our Gal Sunday (181)	Burrus, Lt. Crust Dough (MWF)	Manhattan Soap Love & Learn (157)
1:00	Mary Margaret McBride	P&G Ivory, Spic & Span, Big Sister (143)	Co-op Cedric Foster	Luncheon with Lopez S
1:15	Co-op Nancy Craig (11)	P&G Oxydol Ma Perkins (145)	Harvey Harding	Armour Music (Rpt.)

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 10 A M)	Coffee in Washington S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	"	Boston Sym. Dress Rehearsal S
9:45	"	Garden Gate	"	"
10:00	"	Carnation Family Party (125) R	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"
10:30	"	Coca-Cola Refreshment Time, Morton Downey (174)	News	Pet Milk Mary Lee Taylor (151)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (154) *	U. S. Marine Band	Adventures of Archie Andrews S
11:15	"	"	"	"
11:30	Joe Franklin	Lever-Rayve Junior Miss (173)	Georgia Crackers	Brown Shoe Ed McConnell (163)
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (175)	Quaker Oats Man on the Farm	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (153)	"	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (181	News S	Allis-Chalmers Natl. Farm & H. Hour (186)
1:15	"	"	Jerry & Skye S	"

1:30 - 5:45

	ABC	CBS
1:30	National Vespers S	N. Y. Philharmonic Symphony
1:45	"	"
2:00	Around the World (181)	
2:15	"	"
2:30	Co-op Mr. Protest	Holiness-Pentecostal Sunset Serenade
2:45	"	"
3:00	Home Girls Inc	Escape
3:15	"	"
3:30	Lilies Love Lathrop Inc (28)	Make Believe Town
3:45	"	"
4:00	Quiz Broadcast Co	Can You Top This?
4:15	"	"
4:30	"	Double or Nothing (176)
4:45	"	"
5:00	Author Meets Critic	Dymond Book Shop (95)
5:15	"	Meet the Book S
5:30	Greatest Story Ever Told	"
5:45	"	"

WEDNESDAY

ABC	MBS	NBC
Joe Hasel	Repeat of Kid Strips	News Bob Warren S
News	"	Clem McCarthy 6:15-6:20 S
Brokenshire	"	Skyline Serenade 6:20-6:45 S
"	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (31)
Co-op Elmer Davis (46)	Dinner Date	Playboys
Counter-Spy (274)	Bulova Gabriel Heatter	Miles Labs. News of World (149)
"	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Dr. I. Q. (55)	The Hidden Truth S	Schlitz Halls of Ivy (170)
"	"	"
TBA	International Airport	Kraft Gildersleeve (151)
"	"	"
Detour	2,000 Plus S	DeSoto-Plym'th Dealers, (170) Groucho Marx You Bet Your Life
"	"	"
TBA	Family Theatre S	Bristol Myers Dist. Attorney (167)
"	"	"
Jones Walk (28)	A. F. of L. Frank Edwards (146)	Am. Cig. & Cig. The Big Story (173)
"	I Love A Mystery	"
Langines Symphonette	Dance Orchestra S	Rexall Rich. Diamond (167)
"	"	"

THURSDAY

ABC	CBS	MBS	NBC
Joe Hasel	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
News	You and the World S	"	Clem McCarthy 6:15-6:20 S
Brokenshire	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition (53)	P & G Draft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys
Counter-Spy (274)	Campbell Soup Club 15 (155) R	Amurol Prod. Gabriel Heatter (27)	Miles Labs. News of World (149)
"	A.O., P.&G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Screen Guild Players	P & G Lava F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (152)
"	"	"	"
"	Whitehall Mr. Keen (151) R	Pal Blades Rod & Gun Club (133) *	Gen. Foods Father Knows Best (170)
"	"	" *	"
Old Gold Orig Amateur Hour (173)	Electric Auto-Lite, Suspense (177)	Limerick Show S	L & M Fatima Dragnet (166) R
"	"	"	"
"	Crime Photog.	Reporter's Round-up	Gulf Refining We the People (116)
Lee Hats Robert Montgomery	"	"	"
Hollywood By Line	Hall Bros. Hallmark Playhouse (175)	A. F. & L. Frank Edwards (146)	NBC Theatre
"	"	I Love A Mystery	"
Langines Symphonette	Dance Orchestra	This Is Europe	"
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
Joe Hasel	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
News	You and the World S	"	Clem McCarthy 6:15-6:20 S
Brokenshire	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Draft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Murine Gabriel Heatter	Miles Labs. News of World (149)
" *	A.O., P.&G., H. Ed. Murrow (144)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Fat Man (136) R	Songs for Sale	Bandstand U.S.A. S	Nora Wolfe S
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	The Man Called X
"	"	" *	"
Heinz Ozzie & Harriet (207)	Up for Parole	Air Force Hour S	Nightbeat
"	"	"	"
Pac. C. Borax The Sheriff (191)	Broadway's My Beat S	Vincent Lopez Show	Counterspy
Ch. Spark Plug Roll Call (215)	"	"	"
Steel Pier	Phillips Petro. Rex Allen Show (84)	A. F. of L. Frank Edwards (146)	Pabst Life of Riley (159)
"	"	I Love A Mystery	"
Langines Symphonette	Dance Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
TBA	News Joe Worshba S	Harmony Rangers	Bob Warren News	6:00 PM
Faith of the Future	Memo from Lake Success S	"	Herman Hickman	6:15
Harry Wismer	Saturday Sports Review	Organ Music	First Piano Quartet	6:30
Labor-Management	Richfield L. Lesauer (38)	"	"	6:45
Robt. R. Nathan	Yours Truly Johnny Dollar	Al Helfer	Living 1950	7:00
Co-op Bert Andrews	"	Twin Views	"	7:15
Buzz Adlam	R. J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brown & W'mson P'ple Are Funny (73) Sat.*	7:30
"	"	Chamberlain Brown 7:55-8 S	Noah Webster Says S	7:45
Shoot the Moon S	Wrigley Gene Autry (172)	Ronson Metal 20 Questions (501)	Cass Daley Show	8:00
"	"	"	"	8:15
Marry-Go-Round	Gen. Foods Hopalong Cassidy (153) R	Take A Number	Hedda Hopper Show	8:30
"	"	"	"	8:45
What Makes You Tick	Gen. Foods Gangbusters (159) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R	9:00
"	"	"	"	9:15
Can You Top This	Gen. Foods My Favorite Husband (154)	Lombardo USA S	C-P-P Co. Dennis Day Show (145)	9:30
"	"	"	"	9:45
Saturday at Shamrock	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (145)	10:00
"	Luden's Sing it Again (140)	"	"	10:15
Dixieland Jam-Bake	Sterling Drug Sing It Again (148)	"	R. J. Reynolds Grand Ole Opry (180)	10:30
"	"	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
Natnl Vespers	N. Y. Philharmonic Symphony	Lutheran Hour (Lutheran)	U of Chicago Round Table S
"	"	"	"
Around the World (18)	"	Music with Trendler	The Catholic Hour
"	"	"	" (News 3 min.)
Co-op Mr. Peanut	Langines-Wittnauer Symphonette (150)	Co-op Bill Cunningham (55)	Voices & Events
"	"	Veteran Wants to Know S	"
Hawaii Calls (18)	Escape	Bobby Benson	Dimension X S
"	"	"	"
Lutheran Hour (18)	Believe It or Not	Hashknife Hartley	Miles Labs. Quiz Kids (161)
"	"	"	"
Chas. Boswell's Dixieland	Are You on Vacation	Under Arrest S	Kraft The Falcon (150)
"	"	"	"
"	Dodd-Wig Army Digest (176)	U.S. Tobacco Wm Gargan Private Investgr (100)	Shelton High Adventure
"	"	"	"
Author Meets Critic	Dymart Frank Sinatra (95)	Grove Labs (430) The Shadow	The Big Guy S
"	Meet Frank Sinatra S	"	"
Greatest Story Ever Told	"	Williamson True Detective Mysteries (472)	Wildroot Co. (166)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Mary Margaret McBride	P&G Crisco Dr. Malone (139)	Music	Co-op News George Hicks S
"	P&G Duz Guiding Light (144)	Bands For Bonds	Music Manhattan (Rpt.) (162)
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (132)
"	P&G Tide Perry Mason (147)	Co-op Behind the Story	"
Serutan John B. Kennedy	Toni Co. Nora Drake (158)	TBA	General Mills Live Like A Millionaire (75)
Peace of Mind	P&G Ivory Fl. Brighter Day (108)	"	"
Chance of a Lifetime (221)	Babbitt, Nona From Nowhere (144)	Co-op Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hillton House (139)	"	P & G Road of Life (152)
Hannibal Cobb*	Pillsbury House Party (151)*	"	P & G Pepper Young (155)
Talk Back	"	"	P & G Right to Happiness (152)
Nancy Craig	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)
"	"	"	Sterling Drug Stella Dallas (147)
Recipe for Listening	Treasury Bandstand	B&B Chucklewagon	P & G Lorenzo Jones (144)
Pat Barnes	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (147)
Waitin' for Wakeley	T-W The Chicagoans Thur.-Fri. St. Louis Mat.	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)
"	"	National Biscuit Tu.-Th.* S. Arrow (343)	General Foods Portia Faces Life (92)
Space Patrol	M-UN in Action T-F-Top Tune Time	Derby Sky King* Tu-Th	Whitehall Just Plain Bill (61)
"	Miles Labs. Curt Massey Time (141) R	"	Whitehall Front Page Farrell (60)

SATURDAY

ABC	CBS	MBS	NBC
American Jazz	Toni Co. Give and Take (150)	Barn Dance S	Coast Guard Cadets on Parade
"	"	"	"
Sylvania Electric Football	Hormel & Co Music with H. Girls (97)	"	TBA
"	"	"	"
"	R. J. Reynolds Tobacco Co.	Co-op Football	U.S. Army Band S
"	Football Round-up (131)	"	Football Game
"	"	"	"
"	"	"	"
"	"	"	"
TBA	"	Caribbean Crossroads	"
"	"	"	"
"	"	Sports Parade S	"
"	"	"	"
Tea & Crumpets	"	True or False	The Wayne Howell Show S
"	"	"	"
"	Saturday At The Chase	Caribbean Crossroads	Pabst Sportscast (150)
Club Aluminum Club Time	"	"	"

BROADCASTING
TELECASTING
Copyright 1950

In New York

There are 28 vehicles for minute commercials on New York's four major stations. But Pulse proves the *best buys* are *all* on the station New York listens to *most*. These WCBS shows give participating sponsors their *biggest* audiences and *greatest* sales impacts. Ask us or Radio Sales which of these stars will get *you* top billing in the nation's #1 market.

new business

U. S. INDUSTRIAL CHEMICALS Inc. (U.S.I. Permanent and Super Pyro anti-freeze products) launches intensive radio spot announcement campaign. Spots featuring "talking automobile horn" will be broadcast 15 times weekly over approximately 100 leading stations in small, medium and large markets. In N. Y. and Chicago, 30 spots will be heard. Campaign will run through December on staggered basis keyed to arrival of colder weather. Agency: Geyer, Newell & Ganger Inc., N. Y.

KIRSCH BEVERAGES Inc., Brooklyn, N. Y., planning TV spot campaign to begin as soon as satisfactory time clearances can be arranged. Agency: Grey Adv., N. Y.

LADY'S CHOICE FOODS, L. A. (packer James grocery products), appoints Walter McCreery Inc., Beverly Hills, for radio-TV spot campaign planned in 11 western states. First spots to get underway on KFRC San Francisco Nov. 27; rest Jan. 1. Account executive is **Jere Bayard.**

FALSTAFF BEER, St. Louis, preparing to buy number of baseball schedules including one on Liberty Broadcasting System. Agency: Dancer-Fitzgerald-Sample, N. Y.

CANADIAN FUR Corp. to launch TV campaign in addition to present radio activities. Programs being planned on WATV (TV) Newark (full-length one-hour film, Tues., 6-7 p.m.) and WPIX (TV) New York (daily participation in *Ted Steele Show*, 2-5 p.m.). Agency: Emil Mogul Co., N. Y. Agency's TV director, **Ely Landau,** supervises production.

GROVE LABS, St. Louis (Four-Way cold tablets), running radio spot schedules nationally, "blanketing the nation," through cold season. Agency: Gardner Adv., St. Louis.

CHICAGO WESTERN Corp., Chicago, for Pinafore chicken, continuing series of TV spots in eight markets. Schedules call for as many as 30 announcements per week per market. Agency: Phil Gordon, Chicago.

COMET RICE MILLS, Beaumont, Tex., begins one-minute radio spot campaign on 90 stations. Agency: Leche & Leche, Dallas.

HELBROS WATCH Co., N. Y., appoints Ray-Hirsch Co., same city, to direct its advertising. Radio-TV will be used.

W. K. BUCKLEY Ltd., Toronto (proprietary), starts campaign of spot announcements, weather forecasts, five and ten minute shows on large number of Canadian stations. Agency: Grant Adv. of Canada, Toronto.

Network Accounts . . .

LUCKY LAGER BREWING Co., S. F. (Lucky Lager beer, ale), starts 26 weeks *Ira Blue Sports Show* on all ABC Pacific coast stations directly following Gillette sponsored fights Fri., 7 p.m., PST. Agency: McCann-Erickson, S. F.

ADMIRAL Corp. renews *Lights Out*, dramatic series, NBC-TV, Mon., 9-9:30 p.m., for 13 weeks. Agency: Kudner Adv., N. Y.

GENERAL MILLS Inc. (Gold Medal Kitchen Tested flour) will sponsor *Cal Tinney's On*, over ABC midwest and southwest network, Mon.-Fri., 7:15-7:30 a.m., CST. Program will be recorded for other parts of country. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

BRISTOL MYERS Co. renews *Break the Bank*, NBC-TV, 10 p.m. Wed., for another 52 weeks. Agency: Doherty, Clifford & Shenfield Inc., N. Y.

start Getting that BIG

INDIANAPOLIS AUDIENCE
that PROMOTION FOLLOW-THRU
that BUYING RESPONSE
that SALES INCREASE

you expect in this potent Indianapolis market

wish

FREE & PETERS—*National Representatives*
GEORGE J. HIGGINS—*General Manager*
ABC—*Indianapolis Affiliate*

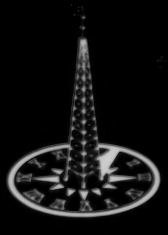
ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

WHO IN THE WORLD

ARE YOU TALKING TO?

You *know* when you use Spot Radio.

Men, women, children . . . farmers, city folks, families . . . pick the prospects you want and need. Then pick the station, the time, the program that carries your message direct to your specific customers.

Spot and spot alone delivers your advertising at precisely the right time . . . to precisely the right people . . . in precisely the right words. Day in, day out, in one market or as many as you choose.

Spot works even better on great stations like these . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

agency beat

MELVIN TENEBAUM, director radio-TV Ohio Adv. Agency Inc., Cleveland, named vice president in charge of radio-TV.

JOHN COLE, Erwin, Wasey & Co., Minneapolis, to timebuyer Campbell-Mithun Inc., same city. Will assist **Arthur H. Lund**, radio director.

KENT S. PUTNAM and **EDGAR M. YAXLEY** to staff G. M. Basford Co., N. Y.

ROBERT E. BRADHAM, manager WTMA Charleston, S. C., opens agency in that city. Firm will deal in radio accounts.

H. AUSTIN PETERSON, partner Ted Bates Inc. and head of Hollywood office, transferred to N. Y. office as supervisor of radio-TV for agency, effective Nov. 1.

MYRON BROUN, TV director Sterling Adv. Agency, N. Y., to Demby Co., N. Y., as vice president in charge of TV and motion pictures. Will continue as TV consultant for Sterling.

ARTHUR H. EATON, copy chief Erwin, Wasey & Co., N. Y., named vice president.

LESTER VAIL, Dancer-Fitzgerald-Sample radio department, returns to radio-TV department Young & Rubicam, N. Y., as producer-director *Aldrich Family*, NBC-TV.

ROBERT L. REDD, radio director, Erwin, Wasey & Co., L. A., named director of radio-TV for agency's West Coast division.

W. A. HAMMOND and **MACK CHRYSLER** to Brooke, Smith, French & Dorrance, Detroit, in administrative and creative capacities, respectively.

DOUGLAS COYLE, Vicks Chemical Co., N. Y., to Kenyon & Eckhardt, N. Y., as member of merchandising department.

EDWARD J. MONTAGNE, motion picture director and writer, to William Esty Co., N. Y., as TV producer. First assignment is *Man Against Crime*.

ROBERT CARLEY, Donahue & Coe, N. Y., to Geyer, Newell & Ganger, N. Y., as account executive.

JOHN C. OLNEY, copy chief Lynn Baker Inc., N. Y., to Kastor, Farrell, Chesley & Clifford Inc., same city.

DINA MIGLIORI, to copy department Federal Adv. Inc., N. Y. Was with Kenyon & Eckhardt and J. Walter Thompson, same city.

LOUIS A. SMITH Adv., Chicago, moves to new offices at 161 E. Grand Ave., after recent incorporation. Mr. Smith (see Front Office) sold firm, which he owned exclusively, to **JAMES BOWDEN**, Taylor Co., Chicago, and **GEORGE BENTLEY**, Presba, Fellers & Presba, Chicago. Mr. Bowden is in charge of radio-TV activities.

FRED M. JORDAN, executive vice president Erwin, Wasey & Co., L. A., resigns because of health. **DAVID WILLIAMS**, executive vice president N. Y. office, heading up West Coast operations.

JOHN H. BURLEY, vice president Aikin-McCracken Ltd., to manager Toronto office Crombie Adv. Co., Toronto.

ROL RIDER, producer advertising manager Albers Div., Carnation Co., L. A., to contact staff Young & Rubicam Inc., L. A.

THAINE A. YOUST, assistant merchandising director Doherty, Clifford & Shenfield, N. Y., to Lennen & Mitchell, N. Y., as merchandising executive.

RUTHRAUFF & RYAN, N. Y., moves radio-TV department to larger quarters on 62d floor of Chrysler Bldg. to accommodate expanded staff covering new programs agency is producing.

WARD WHEELOCK Co. moves Hollywood offices to California Bank Bldg., Vine St. and Selma Ave.

on all accounts

WHEN La Guardia was running in New York, and Glenn Cunningham was doing the same in the Olympics, John Francis Henry was doing a modest bit of sprinting on his own over a path that was to lead directly to his present job as New York account executive on Nash-Kelvinator and Leonard Appliances for Geyer, Newell & Ganger, New York.

Mr. Henry began his industrial career as a runner for a typographical service, a part-time supplement to his work at New York U. where he majored in advertising and marketing.

One of the stops on his route was the advertising agency, Benton & Bowles, which quickly recognized the potential mileage in the motive youngster and hired him to work in the production department there.

Mr. HENRY

Mr. Henry advanced with the agency to the post of traffic manager, the job he left in 1942 to join the Navy. As a navigator in the service he logged more than 2,000 flying hours in trans-Atlantic flights.

In December 1945, he returned to earth to join the traffic and production department of Geyer, Newell & Ganger. In March of this year he was named to his current post as New York account executive on the Nash-Kelvinator account.

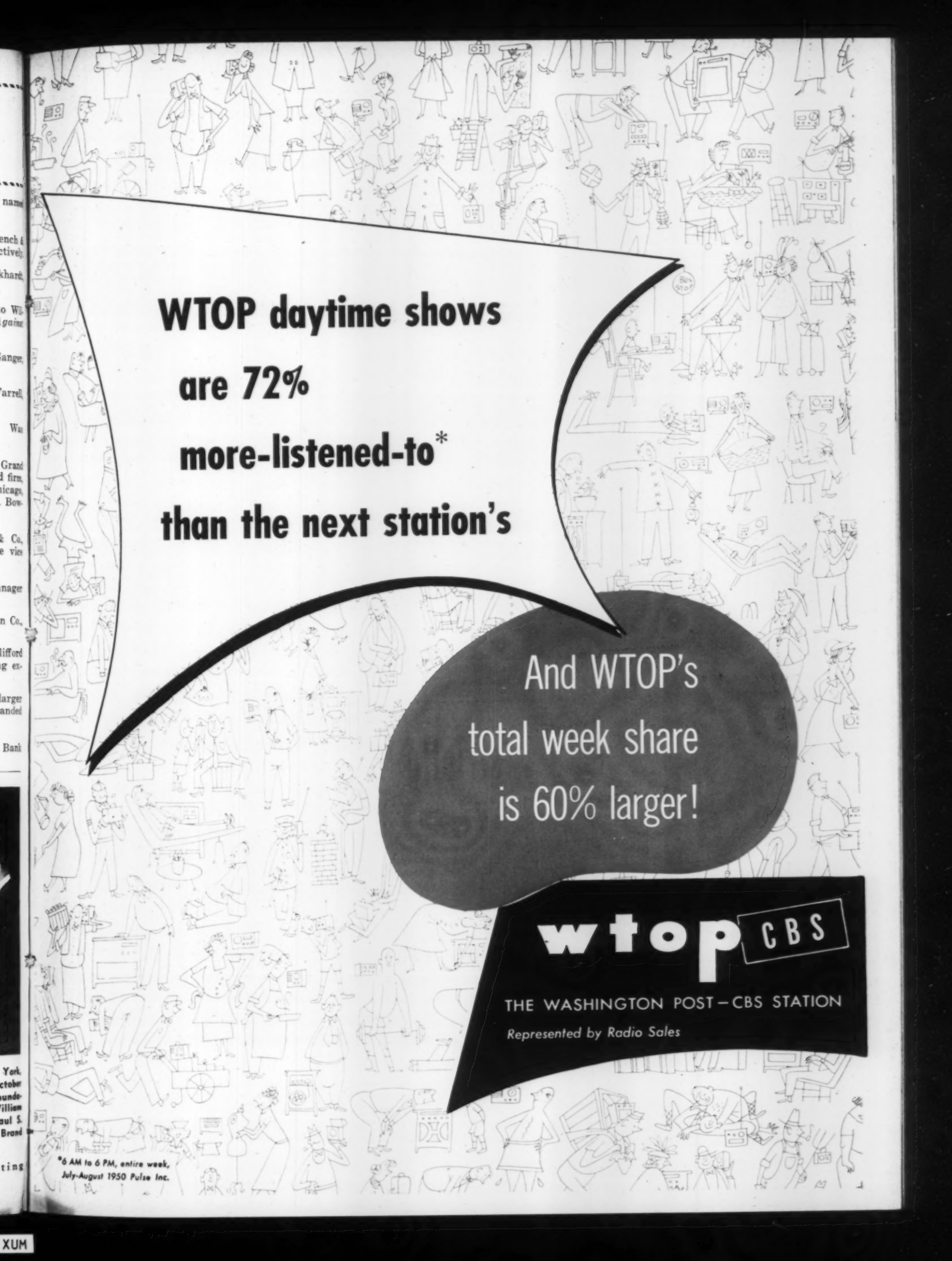
In Detroit John McQuagg is office manager supervising the group on the Nash-Kelvinator account, while Walker Graham is account executive on Nash and Ralph Wolfe account executive on Kelvinator.

The company sponsors *Morton Downey, Star of the Family* on CBS-TV, Friday, 10-10:30 p.m. to promote Kelvinators and the *Nash-Airflyte Theatre* on CBS-TV, Thursday, 10:30-11 p.m.

Although both shows were launched in the last week of September, dealer reaction already has been so enthusiastic as to presage a brilliant joint future for the accounts and their New York ex-

(Continued on page 80)

MEETING for the first time in their new executive offices in New York, directors of Brand Names Foundation get together for their regular October meeting (l to r): R. E. McKee, McCann-Erickson, who presented the Foundation's 1950-51 advertising campaign; Frank White, MBS president; William H. Eaton, president of the American Home Magazine Corp., and Paul S. Willis, Grocery Mfrs. of America Inc. president. The last three are Brand Names Foundation directors.


WTOP daytime shows
are 72%
more-listened-to*
than the next station's
And WTOP's
total week share
is 60% larger!
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
*6 AM to 6 PM, entire week,
July-August 1950 Pulse Inc.

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
NBC
980 KC

feature of the week

A LEADING Baltimore retail grocery center, Schreiber Bros., reports prolific results with its first TV venture. While upping Schreiber's sales, the program on WAAM (TV) Baltimore also is underscoring a try at participating sponsorship with tie-in merchandising by national food manufacturers.

Called *Magic by Christopher*, the show features an internationally famous magician, Milbourne Christopher, who goes through a bag of tricks in a 15-minute presentation.

WAAM, which is promoting the program extensively, stages the Schreiber vehicle in its giant studio where the *John Hopkins Science Review* is originated for the DuMont Network. Anthony Farrar, WAAM production manager, puts the show through its camera paces.

The Wednesday night fare (10 p.m.) is compiling an unusual record both in its sponsorship and in its direct selling approach, according to the station. George Poisal, Schreiber's advertising manager, is quoted as saying the program is making a big hit with the firm which is a heavy user of newspaper advertising.

"Although a bit early to make predictions," Mr. Poisal says, "it is the consensus here that the medium of television must definitely be included in all of our future advertising plans."

Citing merchandising success, Mr. Poisal points to Ready White Peeled Potatoes, a new item to the

Schreiber's showman performs.

* * *

consumer and slightly in the "luxury class." The advertising executive told WAAM: "We are able to move approximately 2,500 packages of this relatively unknown product in one weekend, with WAAM television our only means of advertising."

Schreiber Bros. offers manufacturers availabilities for 12 products, six individual items emphasized on alternating weeks. This plan permits the food concerns to pay less than the cheapest 20-second TV spot announcement in Baltimore, according to WAAM.

The store, which began in Baltimore as a small meat stall in city-owned Lexington Market and now occupies twice the mart's floor space at an adjacent location, spends about $175,000 annually for advertising with the TV show appropriated from "additional funds." Schreiber also uses radio spot in its advertising.

strictly business

GORDON HAYES

WHEN Gordon Hayes resigned as advertising manager of the *Washington Daily News* in 1943 to become assistant sales manager of WTOP Washington, several of his old newspaper accounts paid him the greatest tribute of his 10-year sales career—they followed him into radio.

Most of these loyal clients were retail stores and their conversion to radio marked a major milestone for WTOP. But Mr. Hayes, present western sales manager of CBS Radio Sales in Chicago, modestly claims his 1943 achievement was not as difficult as one might assume. While on the *News*, he became acquainted with every buyer, merchandise manager, department head, and retail store executive in Washington, so all he had to do was lead his friends into "the promised land of radio."

Gordon Hayes became an advertising man by accident. A native

(Continued on page 40)

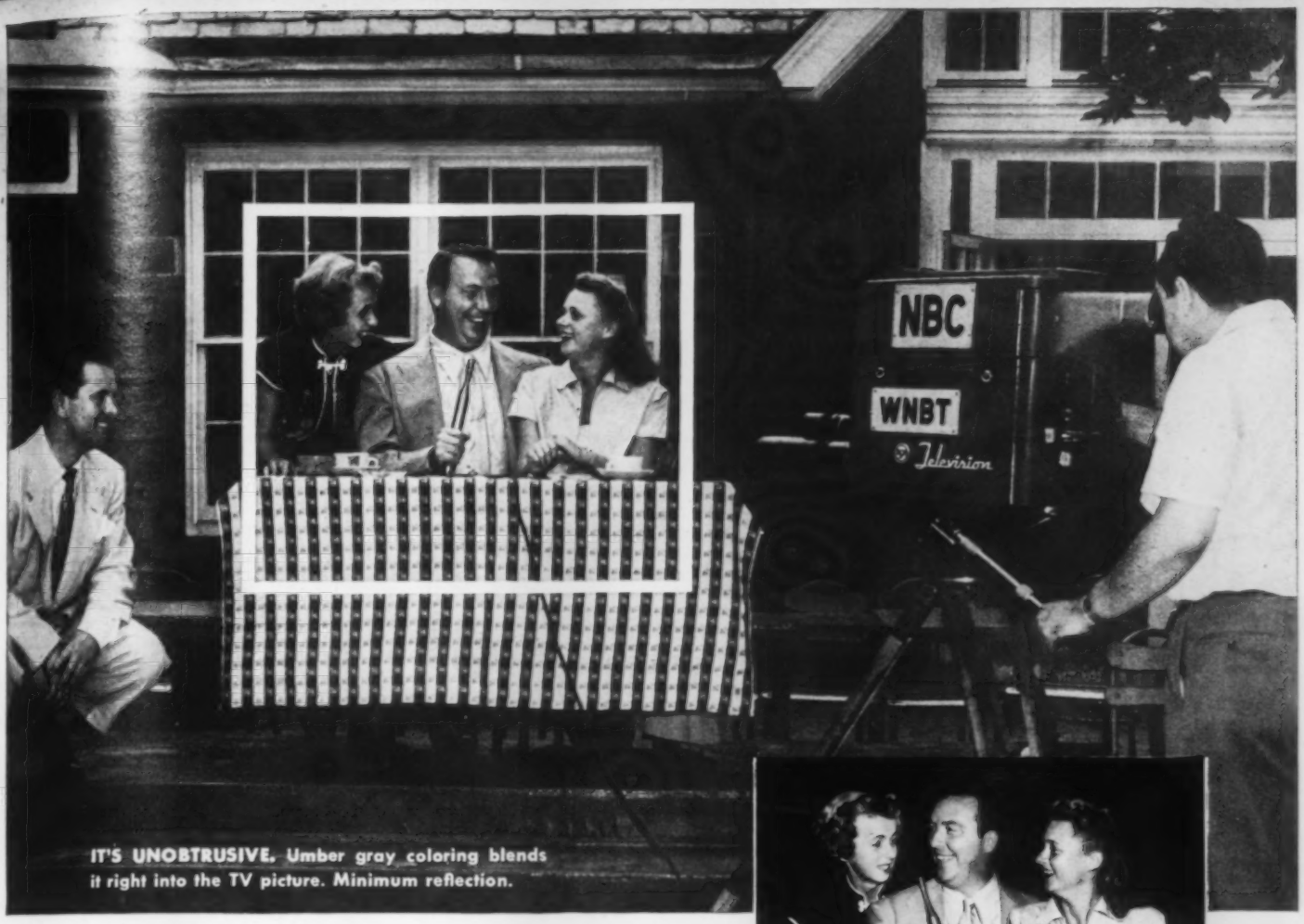
IF YOU'RE INTERESTED IN WOMEN..

Year After Year WISN's Ann Leslie Proves That She Is Milwaukee's and Southeastern Wisconsin's MOST POPULAR Women's Commentator.

For More Than 17 Years Ann's "Over The Coffee Cup" Tone Has Made Her Programs A BUY-WORD With Her Host of Faithful Listeners.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency



IT'S UNOBTRUSIVE. Umber gray coloring blends it right into the TV picture. Minimum reflection.

In the show . . .
without stealing the act
RCA's new ribbon-pressure "STARMAKER" *

IT'S COMFORTABLE TO HANDLE . . . weighs only 1 lb.

SO SLIM YOU MUST LOOK sharply to see it . . . so skillfully styled its shape and coloring fade right into the scene . . . this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

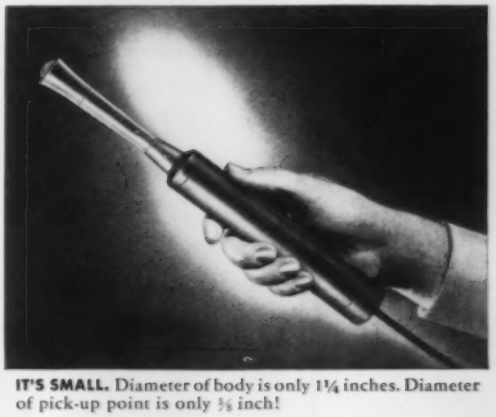
Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—*and yet retains all the high-quality features of RCA professional microphones.* Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . and can be substituted for any professional high-quality RCA microphone. *No extra attachments needed!*

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. 19JE, RCA Engineering Products, Camden, N. J.

**Selected from entries submitted by Broadcast Stations in national contest.*



IT'S SMALL. Diameter of body is only 1¼ inches. Diameter of pick-up point is only ⅜ inch!

AUDIO BROADCAST EQUIPMENT

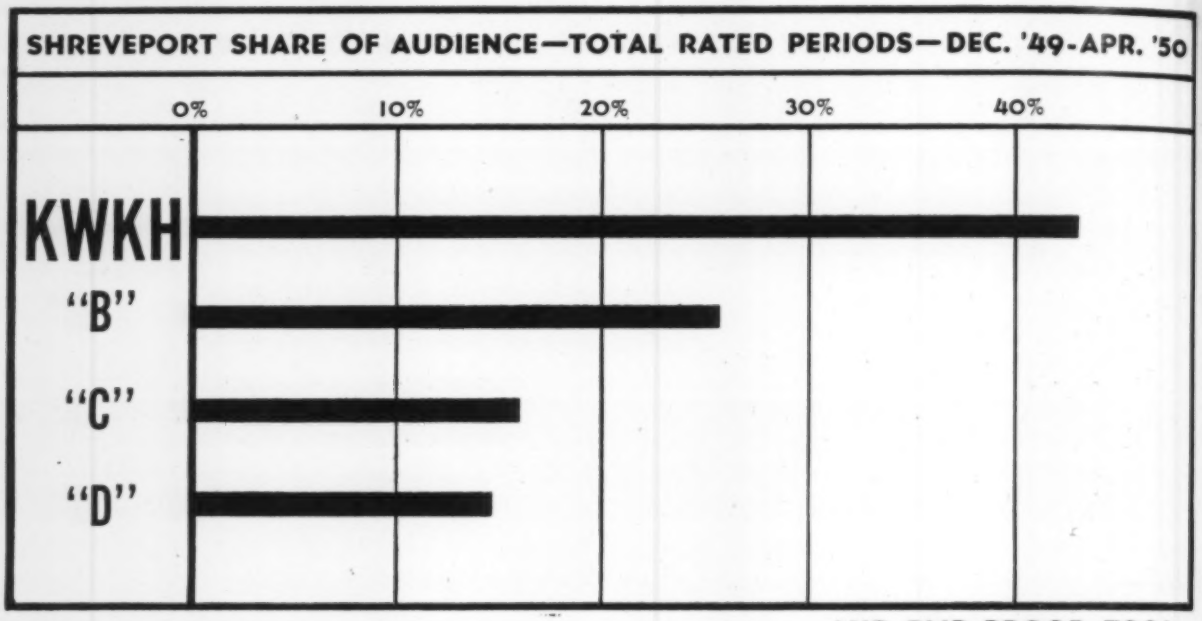
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

IT'S EASY, WHEN YOU KNOW HOW!

. . . AND HERE'S THE PROOF!



YES, month after month, year after year, KWKH leads all Shreveport stations in Share-of-Audience Hooperatings. The chart above shows KWKH's superiority for Total Rated Time Periods for the latest five-month period. KWKH also got the highest Hoopers Morning, Afternoon and Evening, too!

KWKH's tremendous popularity is just as outstanding in the rich oil, timber and agricultural areas around Shreveport. The 1949 BMB Study credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. *227,701 of these families are "average daily listeners" to KWKH!*

Let KWKH's Know-How go to work for you here in our booming tri-state market. Write for all the facts, *today!*

AND BMB PROOF, TOO!

KWKH DAYTIME
BMB COUNTIES
Study No. 2—Spring, 1949

KWKH

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 18 WASHINGTON, D. C., OCTOBER 30, 1950 $7.00 A YEAR—25c A COPY

DEFENSE CUTBACKS

Put Manufacturers in Quandary

CUTBACKS in the nation's civilian radio-TV-phonograph appliance supply designed to meet defense needs left manufacturers in a state of mingled concern and confusion last week as the government prepared to clamp down on the flow of vital metals into electronics channels.

National Production Authority officials flatly told manufacturers that they may expect certain "limitations"—ranging up to 20% or 30% on the consumption of raw materials, with Dec. 1 as probable effective date.

The government's proposed order, expected officially sometime this week, provides that set-makers may not consume more than a certain percentage of material (copper, aluminum, nickel and cobalt) utilized during a base period, probably the fiscal year ended June 30. Future uses will be governed by average use of each manufacturer during that period.

Thus all four metals—and rubber and steel as well—used in varying degrees in broadcast receiving and transmission equipment appeared destined to become critical high-priority items, underscoring the manufatcurers' dilemma of balancing supply and demand.

Construction Ban

NPA last week also announced a ban on construction of new buildings for "amusement, recreational or entertainment purposes." Government officials explained that the prohibition would not apply to radio and television buildings or studios, or plants engaged in manufacture of electronics equipment—for the present, at least.

They warned, however, that anyone starting construction which is not on the prohibited list, but which "does not further the defense effort, either directly or indirectly, and does not increase the nation's productive capacity," runs the risk of being unable to complete the building.

The scarce materials regulation, revealed at a radio-TV representatives' meeting last Thursday with NPA authorities, is expected to accentuate civilian demand for radio-TV sets and phonographs. Materials used in end products and component parts already are acutely scarce, authorities pointed out.

Not the least controversial question posed by NPA's ruling is FCC's decision favoring the CBS color TV system as well as problems related to black-and-white television.

Manufacturers brought up the TV question at Thursday's meeting, but were lightly brushed aside by NPA officials who felt the issue was not their concern. The manufacturers and FCC will have to puzzle that out themselves, they indicated.

They also intimated that set-makers should decide among themselves as to how they will meet the pinch on raw materials—whether to concentrate on radio or TV production, while adopting a plan of standardization on certain existing models, how best to utilize "substitute" materials, and whether to re-evaluate current allocations among their distributors.

Emphasizing the military's claims for a substantial portion of electronics parts and equipment, NPA stressed that the 20% to 30% was flexible and no base percentage has been established.

Cite Increase Demand

Manufacturers also were quick to point out at the meeting, presided over by William Henry Harrison, NPA administrator, that the military is making increasing demands on its trained electronics and communications specialists. It was felt, however, that the Defense Dept.'s new policy requiring each service to estimate manpower needs six months in advance of recall may alleviate the growing drain on such services, if only to spread it all over longer periods of time.

NPA officials quoted industry representatives as resigned to the "unpleasant fact" of curtailment of

(Continued on page 20)

How Metal Cutbacks Affect Sets . . .

CUTBACKS in scarce metals used by radio and television set manufacturers will affect number of sets produced and perhaps quality of performance, according to views of production engineers.

Even so, manufacturers already are considering means of making available supplies go as far as possible by means of substitutes and efficiency methods.

The two key metals, copper and aluminum, are used in many portions of television sets, with the pound ratio for television from three to five times as high as for radio sets. Size of the radio chassis has been greatly cut in recent years.

Copper is used frequently to plate the steel chassis, but cadmium also is popular and satisfactory. Largest amount of copper is used in the AC power transformer, which must have this metal. It also appears in filter chokes. Almost all coils have copper wire. During World War II some silver was substituted for copper wire but in most cases it was not as satisfactory and the cost was high.

Aluminum is used in TV electrolytic condensers and indoor aerials. There is no substitute in the case of condensers but other metals can be used for aerials. Including can and foil, condensers are 90% aluminum, with perhaps a pound in each television set.

Cobalt and nickel are used in permanent magnet loudspeakers, focus coils and ion traps. Earlier models used electromagnets and soft iron to some degree. The industry can go back to substitutes in all magnetic uses though performance might not be as good. Some nickel is used in the gun assembly of the cathode ray tube.

There are better magnetic materials than the popular nickel-cobalt combination but these magnetic alloy steels are extremely expensive and in short supply.

WIS. GIVEAWAYS

AM 'Stop The Music' Stays

DEVELOPMENTS in the anti-giveaway opinion delivered by Wisconsin's attorney general were manifold last week. *Stop the Music* remained on nine ABC AM stations in the state, the TV version was cancelled by WTMJ-TV Milwaukee, which also dropped four other network shows with giveaway elements, and *Tello-Test* was restored after a technical modification in format by the packager [BROADCASTING, Oct. 23].

Stop the Music, on WMAW Milwaukee, was restored to that station after agreement by station officials that Wisconsin listeners would be warned they could not participate actively in the program.

(Listeners are telephoned, and winners chosen for answering questions correctly.) Other ABC affiliates in the state were puzzled as to the legality of the broadcast.

ABC disclosed that none of its Wisconsin affiliates had dropped the show despite WTMJ-TV cancellation of the TV version. An ABC spokesman said the network will take legal action in the matter but the exact nature has not been decided.

Lottery Issue

Thomas Fairchild and William A. Platz, Wisconsin's attorney general and his assistant, said the program would not be in violation of the state's restrictive anti-lottery laws if the element of lottery was removed. The show, without possible quiz participation by Wisconsin listeners, becomes an entertainment feature, he said.

Although WMAW went along with the clarification, WTMJ-TV, Wisconsin's only video station, declined to do so. In addition, WTMJ-TV took four other network shows off the air — *Break the Bank* (NBC), Arthur Godfrey and *Toni Twin Time* (CBS), *What's My Name* (NBC) *and Chance of a Lifetime* (ABC).

Messrs. Fairchild and Platz conferred Wednesday with Walter Schwimmer, president of Radio Features, Chicago, which syndicates *Tello-Test* on 275 stations. At that time, Mr. Schwimmer agreed to a "slight technical modification in the handling of the question," which eliminated the lottery feature and enables the show to return to WISN Milwaukee. Mr. Schwimmer expects *Tello-Test* to return today or tomorrow. Because

(Continued on page 81)

Defense Cutbacks

(Continued from page 19)

their civilian production. The industry group included R. C. Sprague, Sprague Electric Co., president of Radio-Television Mfrs. Assn., and Fred R. Lack, Western Electric Co., who heads up the Joint Electronics Industry Advisory Committee to the Munitions Board.

Manufacturers promised to set up a "task force" to study the problems and report back to NPA, which stressed initially that the proposed regulation was not really an "order" and hoped the industry would cooperate on a voluntary basis to meet defense needs.

NPA officials explained later that all NPA regulations are carefully evolved to avoid any implications that suggest possible violation of the anti-trust laws.

Effect on Civilian Needs

Spokesmen at RTMA, which officially declined comment, said, however, that the "limitations" proposed by the government would have the "effect" of curtailing civilian radio-TV production. It was believed that the full impact would be felt about the first of next year, though present inventories certainly will be juggled.

R. C. Sprague, RTMA president, said this past summer that the industry could expect anywhere from a 15% to 20% cutback in civilian radio-TV receiver output during the Korean crisis. The NPA regulation would lift the maximum ceiling by 10% at the base of materials.

It was suggested that set-makers who, for example, turn out a variety of TV receiver models would be forced to standardize their line to accommodate fewer types. Television saturation of production capacities already has drawn heavily on components to such an extent that electronics parts in other fields are acutely scarce.

Authorities pointed out, too, that the effect would be manifest chiefly in the consumption of metal units, rather than percentage of output, and that the diversion of civilian appliances would, in the long run, be greater than appears on the surface.

Set-makers reportedly held a post-NPA meeting last Thursday though details generally were unavailable. Discussions were described as informal.

Same Plan Outlined

Following the radio-TV session, NPA authorities met with representatives of the Electric Consumer Goods Industry Advisory Committee, before whom they outlined substantially the same plan.

Representing NPA at the radio-TV conclave, in addition to Mr. Harrison, were H. B. McCoy, assistant administrator of industry operations; Donald S. Parris, Communications Dept.; Thomas Delahanty, General Products Division, and Rollen Kadesch, NPA information office. Other government officials present included Marvin Hobbs, Munitions Board Electronics Dept., and Leighton Peebles, National Security Resources Board.

Industry officials attending were:

William Balderstone, Philco Corp.; F. H. Vogel, General Electric Co.; Fred R. Lack, Western Electric Co.; Ray C. Ellis, Raytheon Mfg. Co.; R. C. Sprague, Sprague Electric Co.; H. A. Ehle, International Resistance Co.; Franklin Lamb, Tele-King Corp.; R. A. Graver and John F. Gilbarte, Admiral Corp.; E. L. Hall, Pilot Radio Corp.; David Wald and Mark Glaser, DeWald Radio Mfg. Corp.; Bernard Fein, Ansley Radio & Television Corp.; William E. Wilson and C. T. Little, Acme Electric Corp.; W. J. Moteland, Conrac Inc.; Leonard Cramer, Allen B. DuMont Labs.; David Higgins, Hallicrafters Co.; A. P. Hirsch, Macmold Radio Corp.; G. G. Felix, Crosley Div.-Avco Mfg. Corp.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Paul V. Galvin, Motorola Inc.; W. A. McDonald, Hazletine Electronics Corp.; John Kruesi, American Lava Corp.; A. D. Plamondon Jr., Indiana Steel Products Co.; W. W. Watts, RCA; Arie Liberman, Talk-A-Phone; G. E. Gustafson and Hugh Boyer, Zenith Radio Corp.

The effect of NPA's proposed order on raw materials appeared certain to have ramifications all down the line, through retailer and distributor, and eventually for the public. TV set retailers have complained bitterly since Regulation W was promulgated by the Federal Reserve Board that sales have dropped below normal.

Consumers now are required to pay down from 15% to 25% more on radio, TV and other household appliances, with installment-paying periods reduced from 18 to 15 months.

Earlier, last Wednesday aluminum representatives were told by government officials that NPA must reduce civilian consumption of that metal—either by cutting allocations to each manufacturer or eliminating use of the item for non-essential types of manufacture. Fabricators objected to both methods and proposed that any necessary curbs be applied voluntarily by industry.

C. Donald Dalles, chairman of the board of Revere Copper & Brass Inc., huge supplier of materials for electronics use, questioned whether accelerated rate of copper stockpiling is justified and warned it may take one-third of the available U. S. supply. Copper is a key item in manufacture of TV antennae.

Steel Order

A similar order issued on steel also threatens to curtail supply of that product in the output of television and radio towers.

Manufacturers of radio receiving tubes already have voiced their concern over shortages and scarcity of high-priority components commandeered for defense purposes [BROADCASTING, Oct. 23].

Also a matter of concern is the possibility that manufacturers may find it more difficult than ever to comply with FCC's proposal that they build video receivers to accommodate CBS color TV. Adapters and converters also consume precious materials, it was pointed out.

A wholesale 30% curtailment of civilian production, if it ever materialized, conceivably could set repercussions right down the line to advertisers and television broadcasters, in view of TV's accepted rate structure based on set circulation, some authorities pointed out. This dire prospect was not seen, however, in NPA's present proposal.

With respect to top-priority orders, the Munitions Board has announced a system of ratings to guide contractors and sub-contractors. Electronic and communications equipment is rated seventh in defense priority.

Requests from manufacturers who would expand their electronics and other plants for defense purposes will be channeled to NSRB Director W. Stuart Symington, mobilization coordinator, who will serve as "certifying authority" for permission to take advantage of special tax benefits under the NPA Act.

They could write off the costs for tax purposes within five years as was substantialy the case during World War II, and thus remove themselves from higher tax brackets.

Meanwhile, the Manufacture Committee of the U. S. Chamber of Commerce met Friday to review the nation's defense production program. They were joined by government officials. Committee is headed by Chairman Stanley C. Allyn and includes Frank Folsom, RCA president.

NETWORK TIME *CBS Leads in Nine Months Gross Billings—PIB*

GROSS radio network time billings for the first nine months in 1950 totaled $135,722,285, some $3,390,613 less than the same period last year, according to statistics released by Publishers Information Bureau last week. September figures for the four networks were $13,931,561 as compared to 1949 September totals of $14,082,718.

Network leader in gross billings was CBS which sold $5,849,786.

★

NBC was second with sales totaling $4,416,328.

	Sept. 50	Sept. 49	9 months 50	9 months 49
ABC	$ 2,418,984	$ 3,077,282	$ 26,417,997	$ 31,874,690
CBS	5,849,786	4,997,280	51,068,664	46,301,592
MBS	1,246,463	1,178,388	11,887,529	13,710,341
NBC	4,416,328	4,829,768	46,348,095	47,226,275
Total	$13,931,561	$14,082,718	$135,722,285	$139,112,898

Drawn for BROADCASTING by Sid Hix

"It just proves, Honey, radio is here to stay!"

CAAB MEET

Scheduled Nov. 9-10

THE CBS affiliates advisory board will hold its second 1950 meeting Nov. 9-10 in New York.

Members of the board are: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, Mass., secretary; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall Jr., WMBR Jacksonville, Fla.; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, Ohio; William Quarton, WMT Cedar Rapids; Clyde Rembert, KRLD Dallas, and Clyde Coombs, KROY Sacramento, Calif.

CBS executives who are to attend the CAAB meetings include: Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; William C. Gittinger, vice president and assistant to the president; Herbert V. Akerberg, vice president in charge of station relations; Dr. Peter C. Goldmark, vice president in charge of engineering research and development; Earl Gammons, vice president in charge of Washington office; Louis Hausman, vice president in charge of advertising and sales promotion; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; William A. Schudt Jr., director of stations relations, and E. E. Hall, eastern division manager, station relations.

DON LEE SALE

General Tire Bid Sets Record

RECORD-SETTING $12,320,000 purchase of the Don Lee radio and television properties by General Tire & Rubber Co. and its parlay sale of Don Lee's KTSL (TV) Los Angeles to CBS [BROADCASTING, Oct. 23] are slated to be placed before FCC within a fortnight for approval.

General Tire, owner of Yankee Network, outbid Hoffman Radio & Television Corp. and associates to acquire all stock controlling Don Lee Broadcasting System and KTSL from the Thomas S. Lee Estate, simultaneously announcing the television station would go to CBS.

Terms of the KTSL-CBS transaction were not disclosed. But it was expected that CBS would acquire station equipment at $300,000 to $600,000, depending on current appraisals, and would lease space in Don Lee's new $3 million studio building on a long-term basis—10 to 15 years—and also lease the Mt. Wilson TV site with option to buy.

It was estimated that the $5 million-plus which the Lee estate already held in cash and quick assets, plus returns from certain other properties to be liquidated, would bring General Tire's actual outlay down to approximately $6 million, and that about half of this would be borne by CBS through its purchase of KTSL equipment and, primarily, its long-term leasehold arrangements.

The bid was made through the First National Bank of Akron as trustee of the retirement plan for employes of General Tire and certain other subsidiaries, and it was thought the trustee would retain ownership of the studio building and other real estate while transferring all other radio properties to General Tire and TV facilities to CBS.

Jones To Head KTSL

CBS announced that Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, would become general manager of KTSL when CBS takes over. Thomas G. O'Neil, vice president of General Tire and vice chairman of Mutual, said the Don Lee Network and stations will be under the executive management of Willet H. Brown, now Don Lee president.

Lewis Allen Weiss, Don Lee board chairman, who had been expected to remain with the network if the Hoffman group had acquired it, meanwhile expressed his desire to bow out of the organization and asked attorneys for the Lee estate last week to activate the resignation which he submitted July 19.

The *Los Angeles Times*, 51% owner of KTTV (TV) Los Angeles, said it will acquire full ownership when CBS disposes of its 49% interest in KTTV under FCC's duopoly rules.

Authorities said General Tire will also dispose of one of its stations—KDB Santa Barbara—in comformity with FCC's AM multiple ownership "policy."

Unlike TV, the AM duopoly rule does not specify a maximum number of stations which may be owned by a single entity, but FCC's policy has been to keep the limit at seven. General Tire already owns WNAC Boston, WONS Hartford, WICC Bridgeport, and WEAN Providence in the Yankee group, and is acquiring KHJ-AM-FM Los Angeles, KFRC San Francisco, KGB San Diego, and KDB in the Don Lee transaction.

Purchase of the Lee interests also gives General Tire another 19% of the stock of Mutual network—in which it already owns about 19%—as well as Pacific Northwest Broadcasting Co., through which the Don Lee Network has 25 affiliates in addition to 16 affiliated stations in California.

Whether General Tire will have to sell its Mutual holdings down to a total of 30%, to meet MBS provisions, will be determined by the Mutual board of directors.

The overall transaction is the largest in radio history, over-shadowing the $8 million gross figure in Edward J. Noble's 1943 purchase of the Blue Network (ABC) and also exceeding the net price of approximately $6,600,000 involved in the ABC transaction. Mr. O'Neil pointed out that the Lee estate included "substantially over $5 million in cash and quick assets," which would put the net price at around $7 million (before further liquidations, including sale of KDB).

On behalf of General Tire, the Washington law firm of Pierson & Ball last week was preparing applications for FCC approval, and expressed hope they would be ready

(Continued on page 30)

NETWORK GROSS UP

For August—PIB

ACTIVITY of radio network advertisers during the summer of 1950 continued to show an increase as compared to 1949, according to figures compiled for August and released to BROADCASTING by Publishers Information Bureau. The networks received $12,561,675 total billing during August 1950, while in the same month last year the gross network time sales were $12,164,974.

The total network sales of $121,861,900 from January to August 1950 still lagged behind the $125,027,864 eight-month cumulative of last year.

Procter & Gamble, perennial leader of radio advertisers, once more spent over $1 million during the month of August, while General Mills with expenditures of $853,178 placed second. Third place was taken by Miles Labs who spent $696,545 in gross billing and Sterling Drug ranked fourth, with $562,278. Philip Morris Co. became fifth heaviest advertisers in August, by purchasing $426,324 worth of radio time.

Among the product groups, the Food & Food Products bought $3,052,005 in network time, to rank first. General Mills led that group by spending $853,178 for radio advertising. The manufacturers of Drugs & Remedies bought $1,896,578 worth of time, to place second and within their category, Miles Labs was top investor.

Toiletries & Toilet Goods producers ran third with purchases of $1,752,586, while Smoking Materials and Soaps, Polishes & Cleansers were fourth and fifth, respectively.

* * *

TOP TEN RADIO NETWORK ADVERTISERS FOR AUGUST 1950

1. Procter & Gamble	$1,240,600
2. General Mills	853,178
3. Miles Labs	696,545
4. Sterling Drug	562,278
5. Philip Morris Co.	426,324
6. General Foods	422,464
7. American Home Products	419,636
8. Liggett & Myers	388,625
9. Gillette Safety Razor Co.	337,817
10. Campbell Soup Co.	283,129

* * *

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN AUGUST 1950

Agriculture & Farming	Ralston-Purina Co.	$35,245
Apparel, Footwear & Acces.	Adam Hat Stores	33,280
Automotive, Auto. Equip. & Supplies	Chrysler Corp.	88,020
Aviation, Aviation Equip & Supplies	....	....
Beer, Wine & Liquor	Schenley Industries Inc.	79,425
Bldg. Mat., Equip. & Fixtures	Johns-Manville Corp.	104,873
Confectionery & Soft Drinks	Wm. H. Wrigley Jr. Co.	194,979
Consumer Services	American Tel. & Tel.	65,484
Drugs & Remedies	Miles Labs.	696,545
Entertainment & Amusements	....	....
Food & Food Products	General Mills	853,178
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	116,271
Horticulture	....	....
Household Equip. & Supplies	Gulf Oil Corp.	92,887
Household Furnishings	Armstrong Cork Co.	35,282
Industrial Materials	U. S. Steel	108,210
Insurance	Prudential	122,245
Jewelry, Optical Goods & Cameras	....	....
Office Equip., Writing Supplies, Stationery & Acces.	Eversharp	66,588
Political	Roosevelt for Gov. Comm.	704
Publishing & Media	First Church of Christ Scientist (Monitor)	11,480
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	....	....
Retail Stores & Direct Mail	Dr. Hiss	1,080
Smoking Materials	Philip Morris Co.	426,324
Soaps, Polishes & Cleaners	Procter & Gamble	797,762
Sporting Goods & Toys	Wilson Co.	29,614
Toiletries & Toilet Goods	Gillette Safety Razor Co.	337,817
Transportation, Travel & Resorts	Assn. of Amer. Railroads	66,228
Miscellaneous	Amer. Fed. of Labor	110,192

GROSS AM NETWORK TIME SALES FOR AUG. AND JAN.-AUG. 1950—COMPARED TO 1949 BY PRODUCT GROUPS

PRODUCT GROUP	Aug. 1950	Jan.-Aug. 1950	Aug. 1949	Jan.-Aug. 1949
Agriculture & Farming & Access.	$ 74,670	$ 685,266	$ 77,735	$ 753,989
Apparel, Footwear	76,571	816,906	70,858	860,282
Automotive, Automotive Access. & Supplies	297,040	3,591,555	335,050	4,918,751
Aviation, Aviation Equip. & Supplies	.....	.....	.....	.....
Beer, Wine & Liquor	115,209	1,729,549	106,884	664,875
Bldg. Materials, Equip & Fixtures	104,873	893,783	108,167	873,685
Confectionery & Soft Drinks	318,982	4,629,071	382,971	4,486,429
Drugs & Remedies	1,896,578	16,673,928	1,610,752	13,641,100
Entertainment & Amusements	.....	.....	.....	.....
Food & Food Products	3,052,005	29,636,959	2,689,605	29,271,412
Gasoline, Lubricants & Other Fuels	475,045	3,426,152	376,017	3,978,699
Horticulture	.....	105,696	.....	91,968
Household Equip. & Supplies	302,252	2,213,029	273,676	4,905,825
Household Furnishings	39,320	327,244	37,054	733,112
Industrial Materials	124,323	1,382,682	123,845	1,430,031
Insurance	232,036	1,918,397	279,202	2,608,739
Jewelry, Optical Goods & Cameras	.....	960,708	141,142	1,429,298
Office Equip., Stationery & Writing Supplies	66,588	964,018	.....	862,380
Political	704	24,408	.....	.....
Publishing & Media	11,480	594,423	44,407	577,066
Radios, TV Sets, Phonographs, Musical Instruments & Access.	.....	613,803	.....	731,545
Smoking Materials	1,562,090	15,517,816	1,738,462	15,434,010
Soaps, Cleansers & Polishes	1,433,312	13,557,928	1,254,985	13,121,792
Sporting Goods & Toys	29,614	29,614	62,774	62,774
Toiletries & Toilet Goods	1,725,538	16,673,928	1,935,220	19,681,506
Transportation, Travel & Resorts	66,228	585,783	89,010	783,428
Miscellaneous	357,538	3,467,778	220,619	1,860,327
Total	$12,561,675	$121,861,900	$12,164,974	$125,027,864

TELL RADIO'S STORY—NOW

NAB AM Committee Urges

THE STORY of radio's preeminence in the media field, with its ability to reach the most people at the lowest cost, must be told forcefully and frequently—and soon.

This position was taken by the NAB AM Committee, meeting in Washington Oct. 23-24, and NAB's board of directors will have a strong recommendation from the committee at its mid-November meeting.

Two days of committee discussion covered the gamut of radio's current problems, under chairmanship of Hugh B. Terry, KLZ Denver.

Out of the meeting came the proposal that NAB tell the world the true story of the broadcast medium, a story that many members felt has never been properly told in radio's 30-year history.

A veteran broadcaster familiar with the medium's growth and its current status, Paul W. Morency, WTIC Hartford, led the committee movement to gain proper recognition for radio in the growingly competitive advertising field. Mr. Morency is District 1 director.

Study Ryan Plan

The committee went carefully into a plan submitted last August by William B. Ryan, NAB general manager, following demand by Assn. of National Advertisers for drastic radio rate reductions because of TV's impact on listening. At that time Mr. Ryan proposed that the true facts of media rate structures be pitted against each other [BROADCASTING, Aug. 28].

The Ryan plan supplied many of the ideas behind the committee's recommendation, as finally adopted for board consideration.

Committee members felt that the story of radio's growth should be told in terms of radio sets, audience and facilities. This would take the form of a major project, providing an all-out analysis of the broadcast medium. Sales impact of the spoken word and programming appeal would be portrayed in the radio presentation.

While members agreed the impact of TV on radio is serious in major television areas, it was pointed out that all media and living habits have been affected. Therefore the committee advocated a broad look at the advertising media picture. Radio's problem thus is much more than a competitive battle with TV, members felt.

The idea of an intensive study of radio rates was taken up but committeemen were opposed to a survey of that type. They felt the radio project should deal with audience and facilities. Many of the members, however advocated radio rate increases based on general increase in operating costs, just as printed media have raised space rates.

Convention Realignment

A second project that drew committee attention was the 1951 NAB convention, to be held in mid-April at the Stevens Hotel, Chicago. Members favored the idea of a concurrent convention, with management and engineering groups meeting at the same time. For the last two years the engineering meetings have been held before or after the management convention, involving exhibitors in week-long participation.

Committeemen agreed that the 1950 convention, with its high-brass aspect, had been a disappointment. They favored a convention with both broad industry aspects and specialized workshop sessions.

Main emphasis was placed on the need of brightening the agenda, making the convention as interesting as possible. Injection of more showmanship and drama into the convention meetings was favored. Workshop sessions would interest such industry groups as independents and network affiliates, FM, TV and other segments.

Industry Problems Discussed

Other industry problems discussed by the committee included national defense measures, taxation, manpower recruitment, wage freezes, special orders by regulatory agencies and effect of the Wisconsin court decision on giveaways (see story page 19).

A number of NAB staff members took part in last week's committee meeting, including President Justin Miller; General Manager William B. Ryan; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director.

Full Agenda

Hugh M. P. Higgins, director of Broadcast Advertising Bureau, outlined projects of the association's sales promotion agency. Richard P. Doherty, employe-employer relations director, discussed operating costs and employment. Jack Hardesty, NAB station relations director, who starts tomorrow on a cross-country membership tour, reviewed the status of NAB membership and steps underway to bring in non-member stations.

Dr. Kenneth H. Baker discussed NAB research projects and Ralph W. Hardy, government relations director, reviewed lobby activities.

Committee members present, besides Chairman Terry and M... Morency, were H Quenton Co... KGW Portland, Ore.; Simon ... Goldman, WJTN Jamestown, N. Y.; Milton L. Greenebaum, WSA... Saginaw, Mich.; Glenn Shaw, KL... Oakland; F. C. Sowell, WLA... Nashville; William E. Ware, KST... St. Louis; Ben A. Laird, WDU... Green Bay, Wis.

* * *

NAB RADIO Committee held two-day session in Washington last week. Attending were (l to r): Milton L. Greenebaum, WSAM Saginaw, Mich.; William E. Ware, KSTL St. Louis; Paul W. Morency, WTIC Hartford; Justin Miller, NAB president; Hugh B. Terry, KLZ Denver, chairman; William B. Ryan, NAB; F. C. Sowell, WLAC Nashville; Simon R. Goldman, WJTN Jamestown; H Quenton Cox, KGW Portland; Ben A. Laird, WDUZ Green Bay.

WKBW STUDIOS

Ceremonies Held Oct. 27

OFFICIAL opening of the new studio building of WKBW Buffalo [BROADCASTING, Sept. 25] was marked last Friday with festive ceremonies attended by leaders of the industry. Climax of the occasion was a scheduled ABC coast-to-coast pickup from Buffalo at 11 p.m., with the broadcast featuring FCC Comr. Frieda B. Hennock and Mark Woods, vice chairman of the board of ABC. Milton Cross served as master of ceremonies.

Special contingent from New York for the event was to include Jack Purvis, N. W. Ayer; Frank Silvernail, BBDO; Frank Coulter, Young & Rubicam; Dick Grahl, Wm. Esty & Co.; Frank Daniel, Lennen & Mitchell; Chet Slaybaugh, Morse International; John Kucera, The Biow Co.; Ed Whitley, Badger, Browning & Hersey; Keith Shaffer, Erwin, Wasey & Co.

Avery-Knodel Inc., national representative for WKBW, was to be represented by Arthur McCoy, Fred Newberth; John Tormey, J. William Knodel and Lewis H. Avery.

CBS-NIHLEAN SUIT

Is Settled Out of Court

MISAPPROPRIATION of dramatic property suit brought by two writers against CBS for $150,000 was settled out of court in Chicago last week and dismissed Monday in Federal District Court by Judge Philip Sullivan. Mr. and Mrs. Russell Nihlean of Chicago charged last August that CBS broadcast a network show, *Hit the Jackpot*, based on an idea submitted by them to WBBM (CBS) Chicago. They alleged the idea for *Hit the Jackpot* was taken from their show, *Watch Your Step*.

Judge Sullivan dismissed the case "with prejudice," which provides that same suit may not be brought into court again. The plaintiffs and the defendants were ordered to pay their own court costs. Co-defendants with the network were DeSoto and Plymouth, sponsors of *Hit the Jackpot*.

Lindsey to KYMA

WILLIAM L. LINDSEY, at present program director of KLAS Las Vegas, Nev., will become general manager of the new KYMA Yuma, Ariz., according to an announcement last week by Albert Johnson, manager of Salt River Valley Broadcasting Co., which holds the KYMA construction permit as well as the license of KOY Phoenix. Mr. Lindsey is to leave KLAS Nov. 6 to take up his new duties preparatory to the Yuma 250 w outlet on 1400 kc taking the air around Dec. 1. KYMA will affiliate with Mutual-Don Lee and the Arizona Network, is announced.

How KPFM(FM) Promotes Sponsor's Products In 80 Supermarkets

Selling the Customer At the Store Shelf

POINT-OF-SALE radio advertising in supermarkets as a new offshoot of FM radio is doubling the gross income of KPFM (FM) Portland, Ore., Manager Stanley M. Goard has disclosed to BROADCASTING.

The independent FM station channels music and spot announcements to some 80 city supermarkets promoting sale of food products that shopper-listeners can buy in the store. The 20-second store commercials are purchased by food manufacturers through Point-O-Salescast Co., Portland, which books the time with KPFM and provides the copy.

Donald W. Greene, owner-manager of the firm which was organized specifically for that purpose last May 1, concedes that the idea of storecasting is not new. But he adds:

Cites Growing Success Of Storecasting Technique

". . . We've had unusual success, and as far as I know, Portland's program is the only one in which the stores contribute to the cost, as well as the sponsors . . . a service

* * *

Mr. Goard (l) discusses recording of KPFM supermarket storecasting commercials with Announcer Tom Hotchkiss.

more attractive both to the participating stores and to the sponsors."

Other cities which have inaugurated storecasting in recent years—but without charging the stores—are Chicago, Detroit, New York, Philadelphia and Hartford, Conn.

Storecasting in Portland is aired during store hours, from 9 a.m. to 6:30 p.m. with commercials accepted only if the particular product is carried by 90% of the participating stores. Only deviation from the regular KPFM broadcast schedule of continuous music is that involving use of supersonic signals in supermarkets to increase the volume on commercials and eliminate station breaks and newscasts.

The storecasting arrangement entails advantages for the station, supermarkets and home listeners alike, according to Mr. Goard. The stores derive on-the-spot help from manufacturers in moving merchandise, vocal salesmanship, and a more pleasant atmosphere for customers and workers. Additionally, merchants extend cooperation in stocking advertising items.

Mr. Goard also singles out a limit of three 20-second commercials per quarter-hour and several hours per day when no commercials are aired.

Taping In Advance Holds Down Costs

To help keep costs down and insure maximum quality announcements, the week's commercials are recorded in advance on reels of "Scotch" sound recording tape, with entire operation handled by the station engineer. Only special equipment needed is a high-frequency oscillator for generating the supersonic signals, according to Mr. Goard. Store equipment is furnished by Point-O-Salescast Co. on a monthly rental basis.

This special tape, which eliminates the need for an all-day announcer and requires his services only when he is "fresh," is a product of Minnesota Mining & Manufacturing Co., St. Paul. The firm specializes in production of "Scotch" sound-recording and other pressure-sensitive adhesive tapes for industrial and consumer use.

The station engineer, who exercises complete supervision, over all fare, fades out the music as commercials or station breaks come up, feeds in the appropriate high-frequency signals, and starts the previously-prepared tape recordings, reversing the procedure for resumption of the musical portion of storecasts.

Equipment Needs In Markets

Within the supermarkets, necessary equipment includes an antenna, from two to six speakers, an FM receiving set, and a volume control mechanism responsive to UHF frequencies. Entire operation is automatic in the stores and requires no attention from employes.

With volume control adjustable to any of several high frequency signals, volume not only can be increased in some stores but certain announcements can be either entirely or partially blocked out throughout the store chains — so flexible is it.

One example of that necessity arose recently when a bakery initiated a spot drive on behalf of its bread and pastry. Inasmuch as one of the stores made its own pastry, it was able to carry announcements on the bread only through use of a special signal that would cut out the pastry plugs.

KPFM enjoys additional revenue from such an operation by virtue of the "somewhat higher price" it commands for the added value of point-of-sale broadcasting.

"Cost to the average store is $15," Mr. Goard points out. "However, the main income . . . is derived from the purchase of spot announcements by manufacturers who

Starting the prepared "Scotch" tape recordings once he has "faded out" the storecast music is the KPFM station engineer, who supervises entire storecast operation from the studios of the independent FM outlet.

* * *

are finding this new medium . . . very successful."

One West Coast firm, for example, added storecasting to its advertising schedule and its sales jumped 147% over last year's comparable period, according to Mr. Greene of Point-O-Salescast Co. Another concerned a Los Angeles firm which introduced a product in the Portland area coincident with inauguration of storecast service.

Final Success Shown In Volume Figures

"At the end of two months, with no advertising except KPFM storecasting, the firm's total volume on the product in Portland was equal to its total volume in Los Angeles—a market five and a half times bigger, where the product had a six years' head-start," Mr. Greene said.

Among the 20 products advertised through KPFM are: Borden's Cottage Cheese, Teagarden Preserves, Crown Flour, Roman Meal Breakfast Food, Fla-R-Pac, Beg-More Dog Food, Shady Oak Mushrooms, and Par-T-Pak soft drinks.

One of a Series

WGGG SWITCH

State Board Defers Action

PROPOSAL by WGGG Gainesville, Fla., that it exchange frequency and power facilities with WRUF, the U. of Florida-owned station, was deferred Oct. 23 following a two-day meeting of the Florida State Board of Control.

WGGG would exchange its 250 w and 1230 kc dial spot with the 5 kw-850 kc operation of WRUF, with which it competes in Gainesville. WGGG is licensed to Alachua County Broadcasting Co. Inc., with R. M. Chamberlin as president and general manager.

The meeting posed a controversial issue in Florida radio circles where three stations—WRUF WSUN St. Petersburg and WJAX Jacksonville—operate as city or college properties. Some broadcasters, including Walter Tison, president and general manager of WALT Tampa, feel that the FCC should draw a definite distinction between commercial radio stations and those operating as a service rendered by civic groups. WRUF has been listed as an MBS affiliate.

LILIENTHAL

Retained as RCA Counsellor

DAVID E. LILIENTHAL, former chairman of the Atomic Energy Commission, has been retained by RCA as special counsellor on policy and administrative matters. Though no announcement has been made by RCA, it is understood Mr. Lilienthal has been serving in this capacity for some weeks.

Mr. Lilienthal has extensive experience in scientific fields as an administrator. Besides directing Atomic Energy Commission in its formative period he was a prime mover of Tennessee Valley Authority in the '30s. It is believed he may assume a top research capacity at RCA.

Within a fortnight Mr. Lilienthal is expected to open a consulting office in the American Security Bank Bldg., Washington. He will counsel on administrative and policy matters.

• • •

Mr. LILIENTHAL

Mr. Jahncke Mr. McDonald Mr. Saudek Mr. Oberfelder

ABC promotions and realignments announced Oct. 20 [BROADCASTING, Oct. 23] include Ernest L. Jahncke, vice president in charge of stations, being appointed vice president in charge of all radio, including network and stations; Joseph A. McDonald, vice president and general attorney, and Robert Saudek, vice president in charge of public relations, being named assistants to Robert E. Kintner, ABC president. Mr. McDonald will be responsible for all legal matters and labor relations, and Mr. Saudek, in addition to present duties, will head advertising, promotion and research. Messrs. Jahncke, McDonald and Saudek report to Mr. Kintner. Also announced was the naming of Ted Oberfelder, head of advertising-promotion, as manager of WJZ New York; and Clarence Doty as WJZ-TV manager, both reporting to Murray Grabhorn, vice president in charge of owned and operated stations. Mitchell DeGroot has been appointed acting manager of advertising and promotion. Benjamin Gedalecia continues as manager of research.

RED IDENTITIES

Stricter Compulsory Laws May Be Enacted

WHEELS of new anti-subversive control machinery set up to compel Communist "front" or "action" organizations to identify their radio and television programs and to impose other restrictions on their activities began to turn slowly last week.

It was strongly evident that the new law, which may face revision once Congress reconvenes, may have little practical effect on station operations. The burden of enforcement does not rest on stations.

Communist party officials and fellow-traveler groups who subsequently may be deemed to fall within that category had taken no action to comply with the law's provision calling for registration with the Justice Dept. within the 30-day limit. Deadline on registrations was last Monday evening.

It was believed that the issue eventually would go to the courts as a "test case." In the interim, penalties for non-registration, covering prison sentences and fines up to $10,000, cannot be enforced until the government firmly establishes who is required to register as an "action" or "front" group.

Board Created

To that end, President Truman last Monday created a five-man Subversive Activities Control Board to be headed by Seth Richardson, chairman of the government's Loyalty Review Board. The Justice Dept. is expected to ask the board for an order sometime next month specifically requiring the Communist Party to register. The board will be asked to base decisions in individual cases on an eight-point guide, with recommendations from the Justice Dept. The Communist Party, if it should be so designated, then could appeal the board's ruling to the courts.

Section 10 of the Communist-control bill passed Sept. 23, would make it unlawful for any "front" or "action" group to air any radio or television program without identifying, in advance, the program it is sponsoring [BROADCASTING, Oct. 2]. The provision is not intended to add further obligations to those already imposed on broadcasters.

A *Federal Register* compilation of registered organizations would serve as the guide with respect to lawful groups. But broadcasters would not be asked to rule off non-registrants, upon whom alone the burden of responsibility would rest. FCC regulations already require stations to identify sponsors of radio and television programs.

Other Members

Other members of the new control board are Peter Campbell Brown, special assistant to the Attorney General; Charles M. LaFollette, former Republican Congressman from Indiana and now executive director of Americans for Democratic Action; David J. Coddaire, Boston lawyer, and Dr. Kathryn McHale, former director general of the American Assn. of University Women.

Motenko Joins Muzak

APPOINTMENT of Alexander Motenko as general sales manager of Muzak Corp. Transcription Div. has been announced by Richard A. Wilson, vice presiden of the division. Mr. Motenko, former vice president of Children's Press Inc., will assume full charge of all sales departments. He also will continue to serve as president of Brason Assoc., Chicago record distributor.

TOWER FALLS

KHQ Plans New Structure

PLANS are underway for another 826-ft. structure to replace KHQ Spokane's new radio tower that jack-knifed in opposite direction Oct. 18, according to R. O. Dunning, president. Tower was to have replaced KHQ's present quarter-wave antenna located 250-ft. from the site of the construction.

The new structure collapsed at the 608-ft. level as workmen began to tension a second set of permanent guy cables.

As yet, cause of the failure has not been determined. Station was off the air for 61 minutes when a falling guy wire severed the transmission line leading to the currently-used tower, which had been cut from the half-wave size of 828 ft. to 430-ft. by a windstorm last November. The old tower was unsupported and although damaged by the storm still showed no appreciable loss of coverage as it had separated at nearly the exact quarter-wave point.

The new tower, which suddenly gave way, was of a uniform cross section of 6'3", and was to have been supported by two sets of three permanent guys. Two workmen installing neon sections of the tower were on the ground and, while knocked from their feet, were not seriously injured. Chief Engineer John Walker and Salesman Charles Lohnes, of KHQ, and William Whitman, International Derrick & Equipment Co., who were at the scene, sprinted to safety. Prime contractor was RCA, fabrication by International Derrick and erection by Radio Towers Inc., the station reported.

NATIONAL GUARD

Sets Spots for 1,232 Outlets

NATIONAL GUARD will launch a spot announcement campaign using three one-minute spots on more than 1,232 radio stations during the month of November.

The advertising budget for National Guard is $300,000, which pays for recruiting aids such as spot radio, posters and newspapers.

"Time and space is being bought by the agency, Robert Orr & Assoc., on a long-term rotating basis so that every station and newspaper will be given consideration," Joseph R. Joyce, account executive of the agency, told BROADCASTING.

The current spot schedule includes stations of 5 kw and under.

During the month of September the National Guard sent out a letter under the signature of its chief of bureau, Maj. Gen. Raymond G. Fleming, asking radio stations to use a quarter-hour transcribed show featuring Mindy Carson and Bill Stern, as a public service. Although only 16 programs have been cut so far, eventually there will be 39 in the series. More than 1,650 stations have agreed to play the programs as a public service and have been doing so since last September.

NARBA PROSPECTS

New Treaty 'Appears Near'

PROSPECTS of reaching agreement on a new NARBA governing AM allocations among all North American nations except Mexico appeared brighter last week, after a succession of conferences among the delegations following Mexico's withdrawal from the session [BROADCASTING, Oct. 23].

Participants were unwilling to predict that a new treaty is yet a certainty, but said Friday that it "appears near" and may be reached in another week or 10 days. The conference has been in progress in Washington since Sept. 6.

Observers thought the agreement—if achieved—would rest on these bases:

● Cuba would be permitted to use six U.S. 1-A clear channels, but would agree to use directional antennas to protect the U.S. dominant stations along the lines provided in the expired NARBA.

● Cuba would be granted "special protection" on 11 channels, and a number of other "relatively minor" adjustments in U.S. operations might result.

● Cuba would commit herself to protect all other U.S. clears to the U.S. border.

● The Bahamas-Jamaica probably would be granted the use of one and possibly two U.S. clear channels, on condition that the U.S. dominants are protected.

● The Dominican Republic would continue to use one channel —class not yet decided—probably with 10 kw power.

● The U.S. and Canada would be granted the right to move their clear-channel stations as they wish (that is, stations on clear channels to which Cuba and other nations are given no rights under the treaty).

Cuba, whose differences with the U.S. have been a major stumbling-block in the year-long effort to write a new NARBA, was understood to be willing to make the new treaty effective for five years and then to keep it in effect until a new one is devised. The U.S. delegation was prepared to insist upon this point as well as upon adequate protection of U.S. interests by foreign operations.

Claim U. S. Would Gain

Authorities conceded that the trend of current negotiations seemed to make substantial concessions to Cuba, but pointed out in defense that Cuban broadcasters already have preempted more channels than those to which they would have rights under the proposed treaty. Accordingly, it was argued, the U.S. stands to gain more than it would lose under the tentative terms, which have been evolved in negotiations led by FCC Comr. Rosel Hyde, head of the U.S. delegation.

U.S. 1-A clear channels discussed in connection with Cuba's request for rights on six, authorities said, included 640 kc (KFI Los Angeles); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WJR Detroit); 770 kc (WJZ New York), and 830 kc (WCCO Minneapolis).

Cuba Protection

The channels on which Cuba would get special protection—and the degree of special protection that would be involved—remained undecided. At the Montreal sessions a year ago, it was recalled, the Cuban delegation sought 50-microvolt protection—at the Cuban border—on two 1-A channels, several 1-B's, and some regionals.

WCBS New York's 880 kc was most frequently mentioned as the 1-A to satisfy Bahaman-Jamaican demands.

The Dominican Republic currently uses 1040 kc with 10 kw and was eager to continue this assignment or to accept some other channel as a substitute.

There appeared to be no substantial differences between the U.S. and Canadian delegations.

Aside from the station-assignment issue, the Conference's principal problems appeared to relate to technical questions, particularly the degree of mutual protection to be accorded between nations.

All of the remaining delegations except Cuba's have agreed to respect the existing "650-mile rule," and authorities said Cuba agreed to adhere in substance but under a different formula.

The Conference Juridical Committee approved re-establishment of the main principles of the North American Regional Broadcasting Engineering Committee — which had been opposed by Mexico in particular—under a new name and new formula. Mexico, before her withdrawal, was represented on the subcommittee which unanimously recommended this move.

The question of cutting channel separations from 10 to 9 kc—which at one point loomed as the only hope of salvaging an agreement but was pushed aside following Mexico's withdrawal—was not revived during the past week, and none of the remaining nations appeared interested in pursuing it at this time.

RADIO HOLDS

Williams Tells La. Meet

RADIO has no apologies to make to any media, as its selling influence is ever present and usually underpublicized, Aubrey Williams, radio director of Fitzgerald Adv. Agency, New Orleans, told the Louisiana Assn. of Broadcasters Oct. 25 in New Orleans. The Fitzgerald firm, one of the leading Southern agencies, annually bills about $2 million in national and regional radio.

Mr. Williams said radio should sell aggressively what it has best to sell — its instantaneous fluidity which no other advertising medium today enjoys. Radio should promote itself better as its potentialities are still an unknown quantity in many advertising circles, he added.

Tom Gibbens, WAFB Baton Rouge, was elected president of the Louisiana association. Howard Summerville, WWL New Orleans, was chosen vice president, while George Martin, KROF Abbeville was named secretary and treasurer.

Robert D. Swezey, WDSU New Orleans, said TV has thrown off its guard and given it an inferority complex, all of which means radio "will have to grow up for once" and push a combined effort to sell radio as the newspapers have sold themselves against radio. He urged support of BAB. Radio will remain a very effective advertising medium for many years to come, said Mr. Swezey, but "it's later for radio than you think." TV is a good means of advertising but too expensive to take radio's place, he added.

RADIO ON DEFENSIVE

Waddington Asserts

RADIO, on the "offensive" throughout its history, is now on the "defensive," Les Waddington, radio and television director of Miles Labs, asserted Wednesday in a speech before members of the Chicago Radio Management Club. Referring to the "crisis" now facing radio management, occasioned by television, the threat of war or a heavily-regimented peacetime economy and probable defense requirements, Mr. Waddington anticipates "the blows to come will whittle away at the soft and flabby outer edges of radio" but the medium "will emerge skinned down considerably and in better fighting trim."

Station managers must use their "great brainpower to see the path ahead" and use to advantage their experience of being in radio since its inception. "There's a heap of listening ahead," he said. Because the "tools of radio analysis are numerous—perhaps too numerous —," there should be a "quick weeding out of the least useful reports."

Although he believes television will replace radio ultimately as a top entertainment and sales medium, radio will always be an important advertising medium, Mr. Waddington said. Major networks and stations, however, "should act as though the two are related, and not sell them against each other. The transition period from AM to TV will be happier and easier if networks and stations show advertisers how the media can work and grow together. TV is not the constant evil spirit many people think," he noted.

The radio industry has been "offensive" on two scores—in its aggressive business methods and in it programming. Advertisers, as well, have "financed radio but also defiled it, in one way or another." Mr. Waddington believes the automatic commercial tuneout is an inherent part of the listener's makeup now. Television commercials are "more palatable" than those on AM, he said, where "of necessity" spots have had to feature hard-hitting copy and repetition. "Advertisers are being forced to do something about their commercials now."

Uses Schwerin

Miles Labs has used Schwerin Research Corp., New York, to analyze the psychological placing of commercials within a program format to find the character of the most effective commercials, among other things.

Speaking of programming, Mr. Waddington charged a need for a greater variety of program ideas. "As each program innovation, the industry rides it to death," he said, referring to quiz shows and giveaways especially. He reminded his audience that radio is a communications medium with two lowest common denominators, a responsibility for enlightenment and education. Miles maintains its programs at the highest educational level consistent with selling the product, he said.

To point up his predictions that radio must reform itself, Mr. Waddington introduced a musical device, the recorder, on which he played "It's Later Than You Think." "The piper must be paid, and the piper is the radio industry which is luring followers—listeners and advertisers who pay the bills," he said.

"Radio has experienced a roaring economy for the past few years, but the next few years will be different," Mr. Waddington continued. "Advertising and costs will be surveyed carefully in light of general uneasiness, now detectable in radio, and the likelihood of strong defense measures which mean an unbalanced economy."

Talent costs and rates have to be adjusted, maintenance of full radio coverage is losing popularity because of costs, and television cannot be neglected, Mr. Waddington said. "TV has complicated the entire media picture."

Miles in 1949 spent 85 cents of its advertising dollar in radio and television on 10 shows (five network) and spot. Its formula for program improvement is to add producer experience to the measurement of audience reaction.

RADIO-TV WEEK OPENS

Marks 30th Year

NATIONAL Radio & Television Week opened yesterday (Sunday) with aural and visual stations joining in industry-wide observance of the broadcasting industry's 30th anniversary. The observance winds up Saturday night.

Key event in the observance of some 2,800 AM, FM, and TV stations was the fourth annual Voice of Democracy contest in which students of 28,000 high schools in the United States and possessions are participating.

Newspapers are joining in the event with advertising projects based on material supplied by the Advertising Committee of Radio-Television Mfrs. Assn.

NAB and RTMA are cooperating in industrywide observance of the week, with the U. S. Junior Chamber of Commerce and U. S. Office of Education joining in the Voice of Democracy contest.

According to NAB, the contest will draw well over the record one-million entries that featured the 1949 event. Stations already have started broadcasting a series of five-minute pilot radio essays to be used as idea patterns by student contestants.

Pilot Voices

The pilot transcriptions were voiced by Justice Tom C. Clark, U. S. Supreme Court, speaking on "Platform for Democracy;" Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, on "Democracy at Work;" NAB President Justin Miller, on "Freedom of Expression;" Earl J. McGrath, U. S. Commissioner of Education, on "Education for Democracy" and Rep. Brooks Hays (D-Ark.), vice president of the Southern Baptist Convention, on "Freedom of Worship."

The U. S. Office of Education described the event as "*the* contest for high schools." In charge of local eliminations are radio stations, with local junior chamber chapters cooperating in the judging process. Local prizes are offered participants.

Both members and non-members of NAB are taking part by broadcasting the pilot essays and transcribing winning scripts on the subject, "I Speak for Democracy." Judging is based on content, 40 points; delivery, 40 points and originality, 20 points.

By Nov. 25 winning state transcriptions will be on their way to Washington for further elimination. The four national co-winners will be selected by a committee of noted judges. Winning students will be given trips to Washington and Colonial Williamsburg, along with $500 scholarships. They will appear on numerous radio and television shows.

To Judge Contest

Members of the board of judges are Erwin D. Canham, *Christian Science Monitor;* Rabbi Norman Gerstenfeld, Washington; Frieda Hennock, FCC; H. V. Kaltenborn, NBC; Corma Mowrey, president, National Education Assn., Frank Pace Sr., Secretary of the Army; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, CBS commentator.

NARND PLANS

Complete Meeting Agenda

KEEPING in step with current interest, the fifth annual convention of the National Assn. of Radio News Directors at Chicago's Hotel Sherman, Nov. 16-18, will feature top military spokesmen.

Among speakers scheduled are Gen. Hoyt Vandenberg, Air Force chief; Rear Admiral R. F. Hickey, USN, and Maj. Gen. Floyd Parks, chief of Army information. Other main talks will be made by Commentator Lowell Thomas; Lyle Wilson, UP Washington bureau; Bob Considine, INS correspondent; Clifton Utley, WMAQ Chicago, and Robert Dillon, general manager, KRNT Des Moines.

Broadcast From Meet

Mr. Thomas, veteran radio news commentator, will originate his CBS newscast at the convention with an informal discussion on radio news before and after the program. Ben Chatfield, WMAZ Macon, first vice president of NARND and in charge of the convention, announced managers and other station officials are invited to attend the 1950 meeting.

News Director Jack Krueger, WTMJ Milwaukee, is handling details of a pre-convention trip to Milwaukee Nov. 15. NARND members and other radio newsmen will leave Chicago at 10:30 a.m., be special guests of WTMJ and be interviewed on a radio and TV show. Walter J. Damm, vice president of the Milwaukee Journal Co. and general manager of the Journal's stations, will be host to NARND officers, members and wives at Radio City at noon. The party will tour the station and other high points, and also the Blatz Brewing Co. where they will be guests at a buffet supper.

IAAB ASSEMBLY

Nunn, Arnoux Named NAB Delegates

GILMORE NUNN, of the Nunn Stations, and Campbell Arnoux, WTAR Norfolk, have been named NAB delegate and alternate, respectively, to the Second General Assembly of the Inter-American Assn. of Broadcasters, which convenes in Sao Paulo, Brazil, Nov. 15-25.

Plans for the 10-day assembly were announced last week by Justino Jimenez de Arechaga, director of IAAB's permanent office at Montevideo, Uruguay. Goar Mestre, CMQ Havana, is IAAB president.

Radio's role in promoting democratic ideals, as well as its educational and cultural values, is expected to get widespread attention in the meeting.

The IAAB board of directors already has adopted a "triple petition" asking "all the broadcasters of the three Americas" to: (1) make sure their broadcasts do not serve "the cause of the enemies of the democracy system"; (2) "give all their support to the United Nations Organization, contributing fully and generously to the broadcasting of the principles on which it is based and the decisions they adopt in defense of pacific nations against unjust aggressions"; (3) "participate, insofar as it is possible for each one, in an intense campaign of propaganda directed to the fundamental principles of democracy and the strengthening of the ties of brotherhood between the peoples of America."

The IAAB Board said:

The IAAB trusts that all its affiliates, which extend from the Bering Sea to Cape Horn and which constitute the most formidable network of organizations for the broadcasting of ideas, will listen to this call, which is made at a critical hour for the whole world and which is a most grave responsibility for those who possess such powerful mediums for the formation of public opinion.

Agenda for the General Assembly includes a proposal by Dr. Franklin Dunham, permanent executive secretary of the U.S. Interparliamentary Union, regarding "the necessity for cooperation in international educational broadcasting." Other topics include "the necessity of strengthening the knowledge and consciousness of the mission of radio," and Code of Ethics of the IAAB.

Mr. Nunn

Mr. Arnoux

O&D REVAMP

Changes Name, Top Staff

REALIGNMENT and change of corporate name were announced last Wednesday by O'Brien & Dorrance Inc., New York advertising agency, which will be known as Dorrance-Waddell Inc. effective Nov. 1. Announcement was made by Dick Dorrance, president.

Eugene Waddell, who joined the firm as part-owner earlier in the year, becomes executive vice president and chief plans writer. William Bonyun, former president, Daggett & Ramsdell Inc., joins the staff as director of marketing, Mr. Dorrance said.

Mr. Waddell

Mr. Dorrance

Mr. Cashman

Mr. Bonyun

Mr. Waddell and William L. Morison, the agency's director of media, have acquired ownership in the firm formerly held by Henry F. O'Brien, co-founder of O'Brien & Dorrance which was formed some five years ago as a promotion service group. Mr. O'Brien, who is resigning as director and executive vice president, plans to set up a consulting design service and will be associated with Dorrance-Waddell on a consultant basis.

Cashman's Position

John Cashman, also a part-owner of the agency, remains as secretary-treasurer and vice president in charge of client service. According to Mr. Dorrance, the new agency will specialize in handling package goods and general accounts, continuing merchandising and promotional services to present and future clients.

PBS Gets New Studios

PROGRESSIVE Broadcasting System, which starts its coast-to-coast network broadcasts, Nov. 26, has acquired the former audio-video studios at 418 Robertson Blvd., Beverly Hills, Calif. Move puts PBS offices, recording and TV studios, as well as complete broadcasting facilities, under one roof.

PROGRAM PROBLEMS

Aired at BMI Clinic in Chicago

MORE THAN a hundred program directors of midwest and southern broadcasting stations attended a BMI clinic Monday in Chicago featuring addresses by experts in many branches of the programming profession.

In addition to BMI Vice Presidents Roy Harlow and Robert J. Burton, such well informed program authorities as Henry Weber, WGN Chicago musical director; Harold Safford, WLS Chicago program director; Al Morey, WBBM Chicago program manager; Don Marcotte, WMAQ Chicago supervisor of music, and Charles Barnhart, WMBD Peoria program manager, spoke at meetings in Hotel Stevens. And to round out the program, two of Chicago's most popular disc jockeys—Ernie Simon of WJJD and Bill Evans of WGN—disclosed their formulae for success, while Elliott Henry, ABC Chicago's publicity director, told how to publicize programs, and Reo Fletcher, chief music librarian of ABC Chicago, detailed how to streamline a music library.

THIS BMI Clinic group includes (l to r): Seated, Roy Harlow, BMI New York, and Harold Safford, WLS Chicago. Standing, Burt Squire, BMI Chicago; Henry Weber and Bill Evans, WGN Chicago; Al Morey, WBBM Chicago; Charles Barnhart, WMBD Peoria; Elliott Henry, ABC Chicago.

* * *

Cites Popular Music

Mr. Weber, well known as a director of symphonic and classical works, unexpectedly placed popular music "if it is good" on a par with the classics for well-rounded programming.

"A lot of classical music is bad and a lot of popular music is good," he declared. "The backbone of programming is *good* music — that which has withstood the severe test of time, be it a hit tune or Bach."

The WGN music director warned against "hamburgerizing" any score, contending that the public likes its music straight. He said success in broadcasting music depends on planning as much as on execution. He pointed out that the absence of mail from classical music lovers is no indication that serious music has few listeners, for "many a music lover is not the letter-writing type."

Mr. Safford described farm listeners as among the "keenest observers" of radio programming, to whom listening is not a "casual matter, but essential to their day's work."

"Market figures must be given accurately. They are serious figures to the farmer," said the WLS program director. "And they should be aired at a time when the farmer can conveniently listen to them—not just when your station has an availability. No amount of money should be able to buy certain farm program slots."

The farmer wants his programs clean and wholesome; he wants his music "strong and virile, not anemic," Mr. Safford added.

"Sincerity is a *must* in farm broadcasting," he concluded. "The man behind the mike must sound sincere, for the farmer quickly makes up his mind whether a voice is genuine or phony."

WBBM's Al Morey observed that the "grays in programming are just as important as the blacks and whites," and that success in what appear to be "simple things—like the casualness of a Godfrey—requires a lot of work." Mr. Morey noted that the electronic age allows the performer to be more natural than in the days when he was forced to exert himself to send his voice to the back of a hall.

Mr. Marcotte urged programmers to strive toward "leaving each listener with the feeling he has shared in the performance."

"Don't be condescending. Regard the listener as intelligent," he said. "But, on the other hand, don't make a presentation too formal. It should be un-awed and friendly."

A simple rule followed by Mr. Marcotte in his programming for NBC Chicago is that "music should be sensed rather than heard."

Rapping programmers who reach for a pile of records and put them on the air without pre-planning, BMI's Roy Harlow asserted that "four records don't make a 15-minute program any more than four chocolate eclairs make a lunch." He noted a station trend away from the idea that a broadcasting operation stems from the commercial department.

"If you put the right programs on the air, you'll hear from your listeners, and the show will sell itself," he said.

Disc Jockey Evans quipped that good programming is like good bridge playing—"you never make a play unless there's a good reason for it." He said he lets the listener choose the records he plays on WGN.

"I never want it said of me that I *made* a hit," he said.

Demand for Jazz

There was strong evidence at the clinic that authentic Dixieland jazz is in great general demand. A number of those attending Monday's sessions sought out Ed Hoerner, program director of WWL New Orleans, to inquire when *Dixieland Jazz Concert*, which has originated at WWL, will be back on a network.

Encouraged by the large attendance at the Chicago clinic, BMI officials promised to sponsor more gatherings of program personnel in the future.

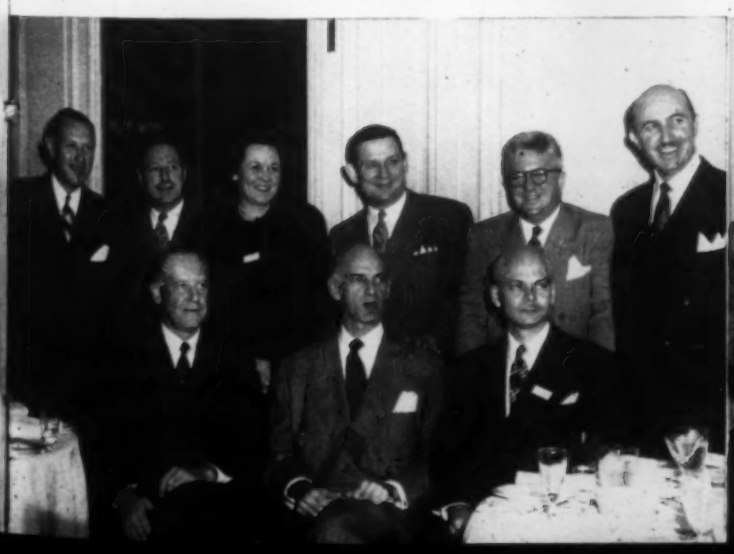
Those attending the clinic included:

Sil Aston, WAIT Chicago; Charles Barnhart, WMBD Peoria; Bob Burton, BMI New York; John Bondeson, WKTY LaCrosse, Wis.; Robert J. Bodden, WRCO Richland Center, Wis.; Walter S. Burr, WNMP Evanston, Ill.; George Biggar, WLS Chicago; M. M. Cole, BMI publisher; Tom Compere, Chicago radio attorney; John Coughlin, WOKZ Alton, Ill.; Mary Casey, WKOW Madison, Wis.; Ed Cerny, WMAQ Chicago; Roderick Cupp, KMBC Kansas City; Edith Crawford, WOC Davenport; Bruce Dennis and Claire Dowell, WGN Chicago; Robert Drain, WSBT South Bend; Hank Dihlmann, KROS Clinton, Iowa; Wil-

(Continued on page 31)

* * *

GATHERED at the BMI Clinic (l to r): Seated, William McGuineas, WGN Chicago; Don Marcotte, WMAQ Chicago; Roderick Cupp, KMBC Kansas City. Standing, Reo Fletcher, ABC Chicago; Charles A. Wall, BMI New York; Claire Dowell and Frank B. Schreiber, WGN Chicago; Robert J. Burton, BMI New York; Al Marlin, BMI Midwest field representative.



AMONG those at BMI Chicago Clinic (l to r): Seated, Gus Hagenah, Standard Radio Transcription Services; Howard Lane, Field Enterprises; Sil Aston, WAIT Chicago. Standing, John F. Meagher, KYSM Mankato, Minn.; Thomas R. Kelley, WRCO Richland Center, Wis.; L. A. (Jiggs) Miller, KFAB Lincoln, Neb.; John Bondeson, WKTY LaCrosse, Wis.

XUM

AL JOLSON

Industry Mourns Passing

FUNERAL services for Al Jolson, 64, radio-television, screen and stage star, were conducted Thursday from Temple Israel, Hollywood, with interment at Forest Lawn Cemetery.

The famed entertainer had succumbed Oct. 23 in San Francisco following a heart attack. He had just returned from a tour of the Korean battlefront.

Since his remarkable comeback four years ago with Columbia Pictures "The Jolson Story" after his earlier stage and screen success, Mr. Jolson had been making frequent guest appearances on various major radio shows, particularly the *Bing Crosby Show*. Earlier he was starred in NBC's *Kraft Music Hall* for a few seasons. In fall of 1949 CBS signed him to an exclusive radio and television contract. TV show was to get underway as soon as his health and commitments would permit. Radio commitments were to be confined to guest spots.

Typical of industry sentiment was the expression of William S. Paley, chairman of the board of CBS, who declared:

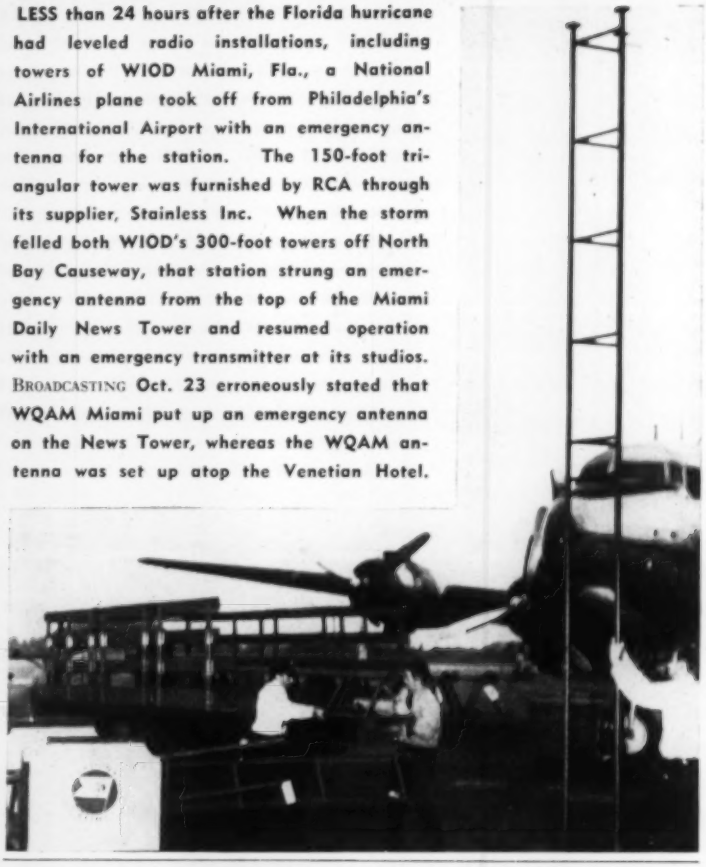
I have known Al Jolson for many years and have always enjoyed him as a great star. His untimely passing comes as a great shock. We have lost one of our most beloved figures, but he will be in the heart and memory of the world for years to come."

Tribute to the entertainer was also expressed by CBS President Frank Stanton:

Through radio, the movies and personal appearances, Al Jolson brought smiles and happiness to countless millions in every corner of the globe. It was typical of him that he should just have come back from entertaining our GI's in Korea before the final curtain was rung down on his magnificent act. The whole world, as well as show business, mourns a great man, as well as a great entertainer.

USING sledge hammer tactics to promote his new 1 kw power on 590 kc is Owner C. H. Fisher of KUGN Eugene, Ore. The station formerly operated with 250 w on 1400 kc.

LESS than 24 hours after the Florida hurricane had leveled radio installations, including towers of WIOD Miami, Fla., a National Airlines plane took off from Philadelphia's International Airport with an emergency antenna for the station. The 150-foot triangular tower was furnished by RCA through its supplier, Stainless Inc. When the storm felled both WIOD's 300-foot towers off North Bay Causeway, that station strung an emergency antenna from the top of the Miami Daily News Tower and resumed operation with an emergency transmitter at its studios. BROADCASTING Oct. 23 erroneously stated that WQAM Miami put up an emergency antenna on the News Tower, whereas the WQAM antenna was set up atop the Venetian Hotel.



PARTY FUNDS

Some GOP Candidates Cut Budgets

SOME GOP Senatorial and Congressional candidates for re-election last week were beset with "financial difficulties," wondering about their next campaign dollar, with the apparent result that radio-television budgets would be pared across the board throughout state and city provinces.

Rep. Leonard W. Hall, chairman of the Republican Congressional Committee, noted that some party candidates were sorely pressed for campaign funds. Many, he said, would be forced to curtail their contemplated radio and other advertising expenditures by as much as 50%. Democratic finances exceed the GOP fund by five to one, he added.

Committee spokesmen said it would be difficult to estimate just how much the radio-TV budget would be slashed, because that would depend on the "situation" of individual candidates. But they singled out the original GOP campaign fund goal of $1,952,000 set by the National Finance Committee for apportionment among the Republican National, Congressional and Senatorial Committees —and merely groaned.

They confirmed, however, that some candidates had curtailed their radio-TV plans, but declined to identify them.

No figures were available on individual GOP purchases of radio-TV time. One example, however, is a $20,000 figure set by the Republican State Central Committee of Rhode Island.

It was learned that the Senate Campaign Committee had doled out a $5,000 check to Sen. Robert Taft (R-Ohio), who reported that he was running heavily in the red, and $3,500 to Gov. James Duff of Pennsylvania, another Senatorial candidate. Sen. Taft, who listed expenses of $1,049, has been using radio (eight Ohio stations) and also television on a limited scale.

Meanwhile, the Senate Democratic Campaign Committee reported that it had collected $40,807 and spent $29,000 thus far in state races, but also was unable to give radio-TV's share. The Democratic National Committee, however, already has indicated that it will expend between $100,000 and $150,000 for radio and television time, exclusive of expenses of recordings, etc.

The committee is shelling out approximately $40,000 for three network addresses (two on CBS, one on MBS) by key speakers, including cabinet officers and committee officials [BROADCASTING, Oct. 23].

Campaign funds for radio-TV and other media also will fall under the scrutiny of a special Congressional Committee on Political Campaign Expenditures, which has slated hearings to follow the elections (see separate story page 52).

AUDIO ENGINEERS

Honor Chinn and Rackey

HOWARD A. CHINN, CBS chief audio-video engineer, and Chester A. Rackey, NBC manager of audio-video engineering, were honored by the Audio Engineering Society at a banquet climaxing the society's annual convention in New York last week. Mr. Chinn received the John H. Potts Memorial Award for 1950-51. Mr. Rackey was presented with the society's own award for 1950-51.

Mr. Chinn's award was for his "many achievements and contributions to the audio engineering field during past years," including his part in determining techniques for measuring audio levels, and in the designing of volume-indicating meters now used by AM, FM, and TV stations.

A member of the society's board of governors, Mr. Rackey was honored for "his meritorious work in the field of engineering and for his furtherance of the progress of the society."

LAWS, BARON

In New ABC West Coast Posts

CARRYING out West Coast plans for overall division of ABC Sales Department into separate radio and television sections, as announced by Robert E. Kintner, network president [BROADCASTING, Oct. 23], Frank Samuels, vice president and general manager in charge of ABC Western Division, has named Robert F. Laws, ABC Western Division sales manager, as Western Division television sales manager, and Amos Baron, KECA Hollywood sales manager, as Western Division radio sales manager.

Mr. Laws, sales manager of the network's Western Division since May 1949, was formerly manager of sales promotion, advertising, and publicity for ABC-owned KGO San Francisco. Prior to that he was western television advertising manager for Philco Corp. in 14 western states.

Mr. Baron has been sales manager of KECA and ABC Spot Sales since 1945. Before that he was general manager of KSDJ (now KCBQ) San Diego for a year.

Mr. Baron

Mr. Laws

WHDL-FM Joins RRN

THE ADDITION of WHDL-FM Olean, N. Y., to the Rural Radio (FM) Network has been announced by Michael R. Hanna, RRN general manager. The station will join the FM network Nov. 1.

You get a lot for a little*

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

Don Lee Sale

(Continued from page 21)

for filing this week or next.

In Los Angeles, President H. Leslie Hoffman of Hoffman Radio & Television Corp., which with a group of associates had bid $11,200,000 for the Don Lee properties, issued a statement last week congratulating General Tire and expressing hope that the Don Lee network would be kept intact.

He also made clear that his company is not abandoning hope of identifying itself with ownership of a regional network.

General Tire's $12,320,000 bid came as a surprise to the Hoffman group, whose offer had been tentatively accepted by representatives of the Lee estate—subject to court approval—in preference to the earlier bid of $10,525,000 by General Tire [BROADCASTING, Oct. 9, 16].

The revised bid—10% higher than the Hoffman group's, as required by law—was made and accepted in Los Angeles Superior Court on Oct. 20.

The Hoffman group could have stayed in the running by bidding $1 more than General Tire's new offer, but decided against it.

Counsel for the Hoffman firm asked, however, that acceptance of General Tire's bid be subject to the condition that, if FCC should fail to approve the transfer, then Hoffman's $11,200,000 bid should stand, subject again to a higher bid and FCC approval.

The Hoffman group included the Hoffman company, Industrialist Edwin W. Pauley, Blythe & Co. representing a group of Pacific Coast bankers and businessmen, and WOR New York.

'Fair Business Appraisal'.

Mr. Hoffman said their original bid was "a high evaluation," based on "a fair business appraisal of the property, taking into consideration its net worth and earning power."

The Hoffman bid, he said, "was $1 million more than net worth of the Lee estate." It was "made on the sound business judgment of the value of the property and never was intended as the premise or beginning point for auction bidding in open court," he said. "Obviously, the purchaser's need for the property was greater than ours and the higher bid was made accordingly."

Mr. Hoffman reiterated that he felt "the business philosophy . . . the common interest between a great radio and television manufacturing concern and a great regional communications network, . . . which prompted our original bid, is still basically sound. It is my hope that in the future the Hoffman Radio Corp. will still find a way to bring this about."

Announcing the *Los Angeles Times*' intention to acquire complete ownership of KTTV when CBS disposes of its interest, President Norman Chandler expressed regret at dissolution of the association with CBS but said KTTV would "go forward to become the finest independent television station in the country."

BREAKING the story at a news conference at CBS Hollywood of acquisition of Thomas S. Lee estate by General Tire & Rubber Co., subject to FCC approval, are these smiling CBS, Don Lee and General Tire executives (l to r): Howard S. Meighan, CBS vice president and general executive; Willet H. Brown, president, Don Lee Broadcasting System; Thomas F. O'Neil, vice president, General Tire and Yankee Network; Ted Pierson, attorney for General Tire, and Elliott H. Pentz, Los Angeles, attorney also representing General Tire.

Leaves CBS Dec. 31

Mr. Chandler said KTTV's affiliation with CBS will continue through Dec. 31 and probably several months afterward. He said:

The network's personnel has been most cooperative to work with and I am sorry we will be disassociated as result of CBS' purchase of another television station. However, I am confident that KTTV, with its splendid new facilities and availability of great Hollywood talent, will become the nation's finest independent television station. It is in a position to create and purchase the best in entertainment and educational programs and has access to The Times' unsurpassed facilities for gathering and presenting the news.

KOWL ACTION

Cuts Rev. Russell's Show

REV. CLAYTON RUSSELL, minister of People's Independent Church, Los Angeles, who has been conducting a Sunday weekly half-hour religious commentary program, *News and Comments by Rev. Clayton Russell*, on KOWL Santa Monica, has been taken off the station by Manager Arthur Croghan because of alleged "association with Red front organizations."

Mr. Croghan notified Rev. Russell of the action Oct. 23. He stated the pastor was listed in Myron C. Fagan's book, *Red Stars in Hollywood*, which claims to expose Red activities in the movie industry, and that a check with state, county and federal authorities showed the minister was associated with what were termed "Red front organizations."

Mr. Croghan said, however, that during the 15 months the program was on the air, he heard nothing that could be termed Communistic or subversive. Program, which had been on KFOX Long Beach for 12 years prior to going to KOWL, consisted of religious commentary, music and occasional guest speakers.

Rev. Russell, denied that he is a Communist or Red sympathizer.

FREQUENCY NEEDS

May Switch Amateur Bands

REASSIGNMENT of some amateur radio frequencies for use by the military and in particular for utilization by the proposed Civil Defense Administration was weighed last week by Pentagon officials and a communications officer of the National Security Resources Board's Civil Defense Office.

The meeting was one of a series dealing with the problem of what frequencies should be assigned to the military, in view of growing defense needs, and what role the civil defense agency will play in the communications picture.

The NSRB office, which President Truman will set up as an independent agency by executive order, is attempting to obtain some frequencies in the amateur radio band as well as some of the spectrum space provided in FCC's proposed 1750-1800 kc disaster network covering intrastate emergency needs.

FCC had originally set a deadline of Sept. 15, later extended to Oct. 15, for comments on its disaster communications system. Robert Burton, NSRB civil defense communications officer, filed a list of probable national needs with the Commission. Mr. Burton has held a number of discussions with Pentagon planners.

Meanwhile, the civil defense office is preparing a communications manual, scheduled to be released late next month, for guidance of state and city defense directors. It will contain data on use of frequencies, steps in obtaining them, civil defense organization, personnel needs, and other material, and is patterned after the guide issued by the Office of Civil Defense during World War II.

Manual will be issued as a followup to the President's plan for United States Civil Defense which described communications as the "nerve center of civil defense" operation and sets forth its functions in the event of a national emergency [BROADCASTING, Oct. 9, Sept. 25].

President Truman is expected shortly to create a Civil Defense Administration on a par with other government departments and agencies. For the present, it is pointed out, the civil defense office functions as an operational agency within the NSRB, which is merely a planning body. The Chief Executive has not indicated who would head the new agency.

Skeleton Force at Outset

It was believed that it would operate with a mere skeleton force at the outset, having as its nucleus present civil defense personnel and facilities. As head of its communications, Mr. Burton would work with FCC, the military, and NSRB's Leighton Peebles, who concerns himself with communications, with special emphasis on manpower and equipment problems.

It also was revealed that the District of Columbia had applied to the FCC for a construction permit involving use of three frequencies for special emergency use. Simultaneously, FCC and District officials disclaimed reports that the district's CD planning was being hampered while FCC "dallied" over the disaster system proposal.

Herbert Friede, superintendent of communications for the District of Columbia, stressed that the local CD office is seeking emergency, not disaster or other band space, which he anticipated very shortly. He will purchase transmitters once FCC has approved the request for CP. The office is seeking space in the 40-50 mc band.

FCC issued its proposed disaster service rules last August following hearings earlier this summer. Broadcast stations already licensed by the Commission, as well as others, would be eligible. They would be expected to organize voluntarily into area networks [BROADCASTING, Aug. 17].

Mr. Friede said he likewise is preparing a communications blueprint—for the District—which he will submit for recommendations to radio and television engineering representatives of local stations and to the District commissioners.

The D. C. civil defense office is operating with a budget of $100,000 calling for a staff of eight people, including one radio technician. Six transmitters—two of them to be located at command centers — also will be purchased from that fund.

RESEARCH DEBATE

Highlights NCAB Meet

SOUTHERN PINES, N. C. (population 4,500), became the radio hub of the nation for a few hours last week.

Some 60 members of the North Carolina Assn. of Broadcasters were regaled with a debate on audience measurement and research moderated by President Ken Baker of Broadcast Measurement Bureau, and in which the participants were Dr. Sydney Roslow of The Pulse Inc., Vice President T. R. Shearer of A. C. Nielsen Co., and Vice President Ward Dorrell of C. E. Hooper Inc.

The group also heard NAB President Justin Miller salute Gordon Gray, former Secretary of the Army, owner of WSJS Winston-Salem, and the newly inducted president of the U. of North Carolina. The event was carried over a combined network of North Carolina stations Tuesday night.

Joseph H. McConnell, NBC president, and a native North Carolinan, addressed the association, off-the-record on Monday night. He had been inducted the preceding Saturday as president of the alumni association of Davidson College.

Dorrell Predicts Victory

In the research debate, Dr. Roslow and Mr. Shearer contented themselves with affirmative presentations of their respective aided recall and automatic recording (Audimeter) techniques of audience measurement. But Mr. Dorrell, in expounding on the virtues of the telephone coincidental, pulled no punches in cracking other methods. He predicted that Hooper would win the "Battle of San Francisco" precipitated by the challenge of KJBS [BROADCASTING, July 3, et seq.].

Messrs. Roslow and Shearer urged a proper perspective in appraising the penetration of TV into AM listening. Dr. Roslow cited results showing that radio goes down when TV enters a market, but not in ratio to the TV increase.

Mr. Shearer, in alluding to the "plus values" of radio, said TV is not "licking the pants off radio." Audimeter studies, show he said, that the drop in radio listening after one year of TV set ownership is only 16%.

Earl J. Gluck, WSOC Charlotte, was elected NCAB president for the ensuing year. He succeeds Bob Wallace, WOHS Shelby, who automatically becomes a board member. Pat Patterson, WRRF Washington, was elected vice president; Jack Younts, WEEB Southern Pines, was re-elected secretary-treasurer, and Cecil Hoskins, WWNC Asheville, was elected to the board.

A special committee, headed by Ward Coleman, WENC Whiteville, was named to conduct a study of telephone line charges, mainly those invoked by independently owned telephone companies. Numerous complaints have been made, it was said, on inconsistent and purportedly exorbitant charges by the independents. Southern Bell was not included.

TRIBUTE was paid to Gordon Gray, newly appointed president of U. of North Carolina, by North Carolina Assn. of Broadcasters at Oct. 24 ceremony. NAB President Justin Miller made the presentation speech at Mid-Pines Club, Southern Pines, N. C., with the ceremony carried over statewide hookup. Participating in presentation (l to r): Bob Wallace, WOHS Shelby; Judge Miller; Mr. Gray; Earl J. Gluck, WSOC Charlotte; Harold Essex, WSJS Winston-Salem, which station is owned by Mr. Gray.

* * *

Resolutions, brought in by a committee headed by Ed M. Anderson, WBBO Forest City, and unanimously approved, included: A pledge to the President and to the Governor of North Carolina on the war effort; petition to the NAB to take steps to assure continued operation of all licensed stations through appropriate revision of licensed operators' requirements for the duration of the emergency; support of BMI on its 10th anniversary, and salutes to two native sons—Gordon Gray and Joseph H. McConnell.

Attending Sessions

Attending the meeting were:

Allen, L. W., WFLB Fayetteville; Anderson, E. M., WBBO Forest City; Byerly, Keith, WBT Charlotte; Beard, A. P., WSTP Salisbury; Brown, Mrs. D. B., WKBC North Wilksboro; Coan, James, WTOB Winston-Salem; Cooper, Nathan, WMNC Morganton; Craddock, D. L., WLOE Leaksville; Coleman, Ward. A., WENC Whiteville; Dunlea, Dick, WMFB Wilmington; Drew, A. L., WCBT Roanoke Rapids; Dawson, Vic, WFNC Fayetteville; Dunlea, R. A., WMFB Wilmington; Dunnagan, John M., Washington, D. C.; Dodge, Fred, N.C. Div. of Brewers, Raleigh; Dorrell, Ward, C. E. Hooper Inc., New York; Eakin, Phillip, WBBB Burlington; Epps, Law, WGIV Charlotte; Fletcher, Floyd, WTIK Durham; Furr, R. A., WIST Charlotte.

Gould, Lester, WJNC Jacksonville; Gluck, E. J., WSOC Charlotte; Goan, Walter, WAYS Charlotte; Gillespie, H. A.; Hankins, Jack, WADE Wadesboro; Hanner, J. C., WFNS Burlington; Hansill, Paul, Associated Press, Charlotte; Harrison, Harold, WTNC Thomasville; Hester, Walter, WHPE High Point; Hilton, J. R., and Hilton, O. G., WBUY Lexington; Howard, Louis, WHIT New Bern; Hoskins, Cecil, WWNC Asheville; Jarman, Frank, WDNC Durham; Johnson, John B., WTOB Winston-Salem; Kelley, Gaines, WFMY-TV Greensboro; Lambeth, Frank S., WMFR High Point; Lawrence, Nick, WHPE High Point.

McConnell, Joseph H., NBC New York; MacNeil, James, WTSB Lumberton; Marlow, J. R., WGWR Asheboro; Mason, R., WPTF Raleigh; Munden, Grover, WMBL Morehead City; Nelson, David, ASCAP., Atlanta, Ga.; Patterson, Pat, WRRF Washington; Ray, Bob, WBUY Lexington; Reynolds, D., Charlotte; Roberson, W. R. Jr., WRRF Washington; Roslow, Dr. Sidney, The Pulse, New York; Royster, N. L., WGBR Goldsboro; Shearer, T. R., A. C. Nielson Co., Chicago; Smith, C. M. Jr., WIST Charlotte; Smith, Edmond H. Jr., WIRC Hickory; Smith, John, WSAT Salisbury; Smith, Len, WFNS Burlington; Sparnon, Ken., BMI, New York; Stearns, Frank, Associated Press, Washington; Stubblefield, Bill, Capital Transcriptions, Atlanta.

Taishoff, Sol, BROADCASTING, Washington; Vickery, Vic., SESAC Inc., New York; Wallace, Bob, WOHS Shelby; Wallace, Jim, WMBL Morehead City; Walston, George, WRRF Washington; Young, Bill, Lang-Worth, New York; Younts, Jack, WEEB Southern Pines.

VOICE BLAST

Justice Dept. Makes Arrest

JUSTICE DEPT. last Thursday announced the arrest of Herman Floyd Kinner, of Wilmington, Ohio, on charges of dynamiting the Voice of America's transmitters at Mason, Ohio, last month. The department said Mr. Kinner, described as a former mental patient at a Dayton, Ohio, hospital, had admitted the charges.

Mr. Kinner also has been charged with violating the government property destruction law in connection with the Voice blast. Other FBI charges included those involving grand larceny, assault and battery and disorderly conduct. Mr. Kinner, a former serviceman, was arrested in El Paso and arraigned there the following day.

The blast took place Sept. 17 and the FBI promptly announced it would investigate. The explosion earlier had been attributed by some Cincinnati newspapers and members of Congress to Communist saboteurs. They all urged tighter security safeguards.

ESSO MILESTONE

Banquet Honors 'Reporter'

RADIO landmark in the Carolinas was toasted at a gala affair last Thursday ushering in the 15th anniversary of *Your Esso Reporter* in the area. Held at the Hotel Charlotte, Charlotte, N. C., the banquet was attended by over 125 salesmen and officials of Esso Standard Oil Co. and its agency, Marschalk & Pratt, all guests of WWNC Asheville, WBT Charlotte and WPTF Raleigh.

Firm and radio officials present included: For Esso—E. S. Diggs, manager in the region; V. C. Carrier, assistant advertising manager; Laurens Wright, division manager; H. T. Sawyer, assistant division manager; J. T. Holland, division merchandising manager; T. R. Jones, division operations manager. For M & P—Curt Peterson, partner. For the stations—Cecil Hoskins, general manager, WWNC; Charles H. Crutchfield, general manager, WBT, and Richard Mason, general manager, WPTF. Sol Taishoff, editor and publisher, BROADCASTING, and Carl Goerch, publisher of North Carolina's *State* magazine and toastmaster, also attended.

Entertainment was followed by an exchange of plaques between the three station executives and the Esso firm officials. The news program started on the three stations in October 1935.

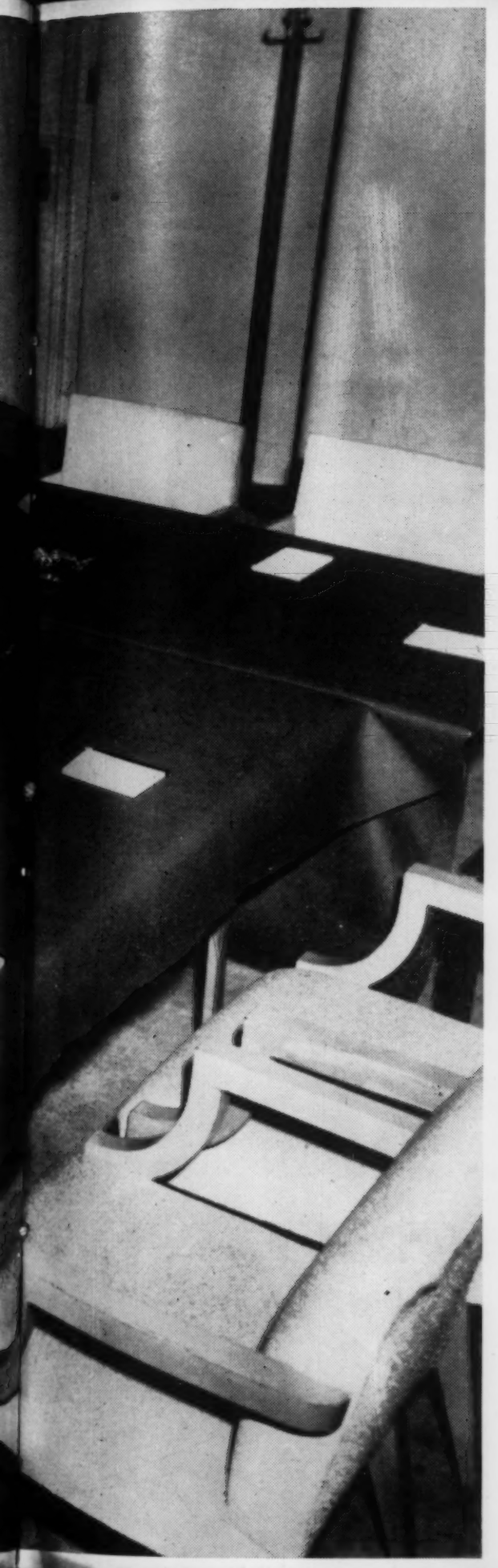
Program Problems

(Continued from page 27)

liam Dean, WIBC Indianapolis; Alex Dillingham, WILS Lansing; Bill Evans, WGN Chicago.

Reo Fletcher, ABC Chicago; Jasper Ferrando, WLPO LaSalle, Ill.; Ben Falber, WTHI Terre Haute, Ind.; George Higgins, WISH Indianapolis; Roy Harlow, BMI New York; Bill Holm, WLPO LaSalle, Ill.; Homer Heck, WMAQ Chicago; T. H. Haye, WKRS Waukegan, Ill.; Del Hester, WAAF Chicago; Ed Hoerner, WWL New Orleans; Ed Krieger, WSOO Sault Ste. Marie; Thomas Kelley, WRCO Richland Center, Wis.; Robert Kelly, WJPG Green Bay, Wis.; Ken Kennedy, WDAY Fargo; Don Kern, WDIA Memphis; R. F. LaMere, WLBH Mattoon, Ill.; Howard Lane, Field Enterprises, Chicago; John Moser, Chicago radio attorney; John Meagher, KYSM Mankato, Minn.; William McGuineas, WGN Chicago; Al Morey, WBBM Chicago; Don Marcotte, WMAQ Chicago; Al Marlin, BMI New York; L. A. Miller, KFAB Omaha; James E. Muse, WIOU Kokomo; William F. Miller, WDZ Decatur; Helen McKinley, WAAF Chicago; Bob Meskill, WCEN Mt. Pleasant, Mich.; Julie Norris, WNMP Evanston, Ill.; George J. Nicoud, WTMJ Milwaukee.

E. Owen, KXEL Waterloo, Iowa; Stan Pratt, WSOO Sault Ste. Marie; Walter Preston, WBKB Chicago; Donn V. Rickey, WHBF Rock Island, Ill.; Honore E. Ronan, WDAN Danville, Ill.; Jeanne Ruhling, WIND Chicago; Fern Ralston, WRMN Elgin; Glenn Snyder, WLS Chicago; Frank P. Schreiber, WGN Chicago; S. Stern, BMI publisher; Harold Safford, WLS Chicago; Ernie Simon, WJJD Chicago; Burt Squire, BMI Chicago; A. F. Sorenson, WKRS Waukegan, Ill.; Elizabeth Sammons, KSCJ Sioux City; George Sontag, WOC Davenport; Kay Schiebel, WRMN Elgin, Ill.; John Somers Jr., WRMN Elgin; Bill Thompson, BROADCASTING-TELECASTING, Chicago; Edward Thoms, WKJG Ft. Wayne; John R. Terry, WTNS Coshocton, Ohio; Carl W. Vandagrift, WOWO Ft. Wayne; Henry Weber, WGN Chicago; Charles Wall, BMI New York; Evelyn Welty, WKOW Madison; Bill Wobus, WJOB Hammond; Ralph D. Willey, KWCR Cedar Rapids; Howard Wolfe, WKNX Saginaw, Mich.; Don Wooten, KWPC Muscatine, Iowa; Gene Waters, WFTM Maysville, Ky.



YOU are in this crowded room

This is a photo of a WOR program meeting room.

It's empty now—of people, that is, but crowded with the tones and overtones of ideas that affect the success of hundreds of radio advertisers and their agencies.

You see, for more than a quarter-century WOR's program planning has been (and is) a very intimate and human thing. It's the basic reason why WOR is the station listened to by more people than any other station in America today. That's stark and plain and proven truth.

But over and above WOR's own normal selfishness for station dominance and initial creativeness, hovers a very acute sense of responsibility to its advertisers and the people who work for them.

A program, either sustaining or commercial, is not placed on WOR without thought; without thought of its importance to the communities it serves, the nation that it's an integral part of and the duty that WOR *must* perform.

WOR knows that it may never achieve a state of pure perfection in its news, sports, comedy, drama or any of its other powerful programs, but it strives continuously to do so. No medium of public information, whether newspaper, magazine or radio station, has ever quite achieved this and perhaps never will.

That may be good. Or maybe not. But fairness, decency, an awareness of truth and its effects is the guiding rule of

continued

continued from preceding page

what WOR does from day to day. Of course WOR is not infallible, for nothing human is.

But the fact that WOR tries this and strives for it is what makes *you* a most definite and important part of the room pictured above. For WOR's success is *your* success and *your* success is ours. That's why, very simply and plainly, the 305 advertisers who used WOR during the first six months of 1950 . . .

1. Reached the largest single station audience—during the day and during the night—from Maine to North Carolina—of all other radio advertisers in America.

2. Had their commercials carried into the homes of more families at lower-cost-per-thousand than advertisers on any other station heard in Metropolitan New York.

3. Talked to a nighttime audience 25% greater than the combined nighttime audience of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to New York's three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than that of the leading independent station in New York. During the night, WOR tops this station's audience by 270%.

4. Found that WOR's average daily audience is greater than the weekday circulation of any *newspaper in America!*

5. Discovered that, in Metropolitan New York, WOR's audience each *night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME AND NEWSWEEK!*

frankly—how can you not buy WOR to sell what you want to sell?

WOR

—that power-full station

FCC UPHELD

Court Okays Further Hearing In 1230 kc Case

FCC'S RIGHT to conduct further hearings in a case which it has lost in court was upheld in a decision handed down by the U.S. Court of Appeals for the District of Columbia last Monday in the Easton-Allentown, Pa., 1230 kc case.

The court also held that it could not stop FCC from holding the further hearing even if the hearing were contrary to FCC's own rules. The proper time for the court to pass upon that issue, the decision said, is on appeal after FCC has issued its decision.

Both Allentown Broadcasting Corp. (WHOL) and Easton Publishing Co., which have been competing for 1230 kc with 250 w for some five years, had told the court that its decision of May 1949 meant for FCC to decide the case without a further hearing [BROADCASTING, June 5]. FCC contended it could not comply with the decision—which sent the case back to FCC for further findings on the relative radio needs of Allentown and Easton—without a further hearing.

The court cited Supreme Court decisions in the Pottsville and Heitmeyer cases as holding "that the Commission, the body charged by Congress with the duty of applying the statutory criterion of public convenience, interest or necessity, is so charged at all times, including the time of further proceedings after remand by a court."

Stephens' Decision

The decision, written by Chief Judge Harold M. Stephens, continued:

Within this reasoning and since the Commission in the exercise of its duty has concluded that the original record does not contain sufficient information for a proper determination of the issues before it, the Commission in the instant case is warranted in reopening the proceeding for the taking of additional evidence.

The court's remand must, in view of the reasoning of the Supreme Court, be read in the light of the Commission's duty to award applications for construction permits in satisfaction of public convenience, interest or necessity at the time of the award.

FCC's original decision granted the application of Allentown Broadcasting. Easton Publishing Co. appealed, and the court ruled that it could not tell, from FCC's findings, why FCC had concluded that Allentown needed an additional station more than Easton did.

FCC then called for a further hearing, asserting this was necessary in view of changes made in the ownership of both companies since the original hearing. Allentown Broadcasting, which is operating WHOL under FCC's original decision pending outcome of the case, and the Easton company both asked that FCC be directed to decide the case without further hearing.

The Easton company also told the court that FCC's acceptance of an amendment of the Allentown application in effect created a new application which was not entitled to comparative consideration, under FCC's 20-day cut-off rule. Even if this were true, the court said:

. . . the contentions that the further hearing ordered by the Commission would in the respects mentioned be erroneously conducted have no validity as against the POWER of the Commission to hold the further hearing upon the issues above specified.

Moreover, the court cannot in this proceeding pass upon the question whether or not it would be error, in view of the cut-off rule, for the Commission to consider the amended application of the Allentown Broadcasting Corp., or whether or not it would b error for the Commission to reconsider the changes in corporate structure asserted already to have received its approval.

For the court to pass upon such questions in this proceeding would be for it to substitute a writ of mandamus and prohibition for an appeal from a denial of an application . . . in which appeal disregard of the cut-off rule might be assigned as error.

Date for the further hearing has not been set, except that it will be not less than 60 days after the court decision.

4-WAY REMOTE

KFAB Spurs Charity Cause

KFAB Omaha's random interview program, *Musical Doorbell*, involved a lot of people and equipment in a recent fourway remote that promoted a good cause for the city's Children's Memorial Hospital.

With Disc Jockey Bill Selah asking questions at the studio and Bob Jones selecting candidates and "bringing them in" by shortwave, the station conducted a "test tube" broadcast using four open KFAB mikes in different sections of Omaha. Purpose of the program was to promote the benefit football game between Boys Town and Norfolk, Neb.

At airtime the day of the game, advance ticket sales were so badly off the pace as to generate concern among committee members. After the broadcast, however, Midwest Empire listeners responded and a capacity crowd turned out, despite rain, "to see strong legs run that weak legs might walk."

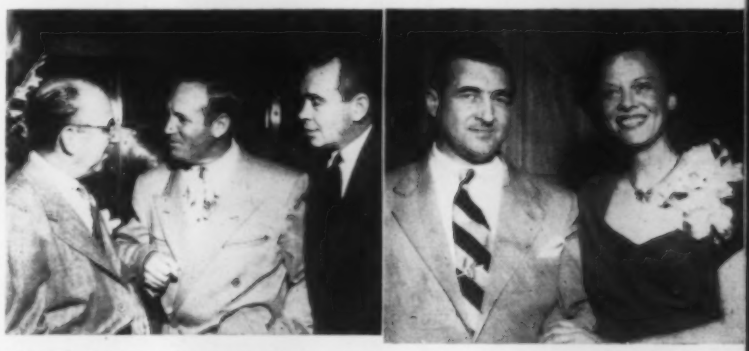
Mr. Selah's interview was a roundtable comprising (1) Newscaster Thomson Holtz with Father Wegner of Boys Town and Bill Savage, Norfolk football coach; (2) Kay Wilkins, KFAB women's program director, and a group of patients at Children's Hospital, and (3) Mr. Jones and officials of the hospital and football committee.

HOST at fall meeting of ABC affiliates in upstate New York, Capt. Sam Townsend (c), WARC Rochester president and general manager, converses with Ernest Lee Jahncke (l), network vice president, and ABC President Robert E. Kintner.

LOWELL THOMAS (r), famous newsman marked 20 years in radio Sept. 29, and is congratulated by William S. Paley, CBS board chairman. Mr. Paley, who brought Mr. Thomas into radio in 1930, presents him with an antique Chinese bowl, circa 1760.

ADMIRAL Chester W. Nimitz, Fleet Admiral of U. S. Navy and public relations consultant to the secretary general of the United Nations, talks to WCCC Hartford Manager Syd Byrnes in an exclusive recorded interview from the Connecticut governor's mansion.

G. A. RICHARDS (c), chief owner KMPC Los Angeles, WJR Detroit, WGAR Cleveland, accepts citations on behalf his stations from Boniface Maille (r), national commander of Disabled American Veterans, and Erle Cocke Jr., American Legion commander [BROADCASTING, Oct. 23].



CBS STAR Gene Autry, feted at a network party, is flanked by H. Leslie Atlass (l), CBS vice president in charge of central division, and J. L. Van Volkenburg, vice president in charge of network sales.

LEE MACK MARSHALL, advertising manager of Continental Baking Co., joins Irene Beasley, singing m.c. of CBS' *Grand Slam*, in celebrating the fourth anniversary of the five-a-week musical quiz.

CUTTING of 75-pound birthday cake that marked third anniversary of WXGI Richmond, Va., is watched by Graeme Zimmer (l), station vice president, as Bill Carlton, advertising director for RCA Victor in Richmond, one of WXGI's largest clients, serves.

BEST reasons why advertisers should use radio for Mid-Hudson area won six tickets to "South Pacific" for Robert Buechner (r), BBDO account executive. Awarding is A. J. Barry, vice president of WEOK Poughkeepsie, which conducted the contest.

XUM

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK SEPT. 17-23, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.0)
1	1	Lux Radio Theatre (CBS)	16.4
2	8	My Friend Irma (CBS)	13.3
3	45	Walter Winchell (ABC)	12.3
4		Jack Benny Show (CBS)	11.3
5	15	Godfrey's Talent Scouts (CBS)	11.2
6	29	Great Gildersleeve (NBC)	10.5
7	21	Hollywood Star Playhouse (CBS)	10.5
8		Theatre Guild on the Air (NBC)	10.5
9	12	Mr. District Attorney (NBC)	10.4
10	4	Mr. and Mrs. North (CBS)	10.4
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.1)
1	1	Beulah (CBS)	7.8
2	4	Oxydol Show (CBS)	6.8
3	3	Lone Ranger (ABC)	6.8
WEEKDAY (Average For All Programs)			(4.7)
1	2	Ma Perkins (CBS)	8.8
2	1	Romance of Helen Trent (CBS)	8.3
3	3	Our Gal, Sunday (CBS)	8.3
4	10	Wendy Warren and the News (CBS)	8.0
5	5	Aunt Jenny (CBS)	7.9
6	6	Big Sister (CBS)	7.6
7	7	Guiding Light (CBS)	7.4
8	4	Arthur Godfrey (Ligg. & Myers) (CBS)	7.4
9	13	Rosemary (CBS)	7.1
10	8	Pepper Young's Family (NBC)	6.9
DAY, SUNDAY (Average For All Programs)			(3.0)
1	1	True Detective Mysteries (MBS)	7.8
2	3	Shadow (MBS)	6.5
3	2	Martin Kane, Private Eye (MBS)	5.9
DAY, SATURDAY (Average For All Programs)			(5.1)
1	1	Armstrong Theatre (CBS)	9.1
2	2	Grand Central Station (CBS)	8.7
3	5	Cedric Adams (CBS)	7.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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RETAIL SUPPORT

CBS Establishes New Promotion Unit

CBS LAST WEEK announced a new merchandising service designed to invigorate retailer support of CBS advertisers and their products.

Louis Hausman, CBS vice president in charge of advertising and sales promotion, said a new operation, trade promotion, had been established, with Henry Brenner, former marketing assistant to the vice president in charge of the grocery division of Standard Brands, in charge.

The first program to be undertaken by trade promotion is publication of "CBS Radio Picture News" which will be distributed monthly to grocers and druggists through CBS affiliates.

The first issue of the publication, a poster-size sheet that folds, features Arthur Godfrey in a Thanksgiving motif. The poster can be used by retailers for Thanksgiving displays. On the back of the poster is information suggesting ways to display the poster and giving general tips on merchandising. There also is considerable added material on other CBS stars and sponsors.

Mr. Hausman said the first issue of the new monthly publication would be distributed to some 30,000 retail outlets through 15 CBS affiliates and owned-and-operated stations.

The publication will cost stations $12 per thousand for the first 1,000 and decreasing amounts for each additional 1,000. Total cost of the publication as estimated by Mr. Hausman will be $50,000 a year. Of that amount the network will bear between 30 and 40% of the cost.

Stations participating at the outset in distribution of the CBS picture news are:

WCBS New York, WEEI Boston, WAPI Birmingham, KMOX St. Louis, WBT Charlotte, WRVA Richmond, KCBS San Francisco, WTOP Washington, WCAU Philadelphia, KNX Los Angeles, KSL Salt Lake City, KDAL Duluth, WBBM Chicago, WCCO Minneapolis and KFRE Fresno.

In addition to the "CBS Radio Picture News," trade promotion will encompass other activities, Mr. Hausman said.

"Mr. Brenner will work closely with our advertisers," Mr. Hausman said. "We will go the limit in cooperating with sponsors to back up their selling efforts and to help them get even more for their money out of radio."

Planning For Months

Mr. Brenner has been at work for three months planning trade promotion, Mr. Hausman said. Before joining Standard Brands, from which he resigned to join CBS, Mr. Brenner was an account executive for Arthur Cohn & Assoc., and before that headed his own market research organization, the Grocery Laboratory.

KMPC APPOINTS

Three to Executive Posts

EXPANDING station operations, Robert O. Reynolds, vice president and general manager of KMPC Hollywood, has announced promotion of three staff members.

Loyd Sigmon, chief engineer for several years and assistant to Mr. Reynolds, has been elevated to vice president and assistant general manager covering all phases of operations. Mark L. Haas, director of public relations and education for WJR Detroit, who has been assisting with KMPC public relations for past seven months, has been transferred to the Hollywood station and elevated to vice president in charge of broadcasts. John Baird, KMPC program supervisor, has been promoted to director of public affairs.

KMPC in mid-October became a Liberty Broadcasting System affiliate and will originate a variety of sports and other type programs to the network.

Mr. Reynolds (seated center) confers with newly-promoted KMPC executives (l to r): Messrs. Sigmon, Baird and Haas.

WOR ADDS

Nine New Members Named

NINE new staff members have been added to the WOR-AM-TV New York staff. Charles Roberts, advertising and promotion manager of General Electric Supply Corp., New York, has been named account executive for WOR sales department and Milford Fenster, film industry attorney, appointed WOR-TV film manager.

Other additions to the station's staff are: Albert Knudsen, WPIX (TV) New York, as WOR continuity editor; Ernest Pittaro, production director at Spectrolux Television, as TV film cutter and editor; Walter Kapp, assistant stage manager for *Inside U. S. A.*, as TV production coordinator; Harold Neustadt, assistant director of *Magic in the Air* and *The Bobby Benson Show*, as TV production coordinator; David Traylor, advance agent for United Artists, as TV continuity acceptance editor; and Gerald Miller, Sterling Adv., New York, as TV staff artist.

AP RADIO MEET

Set Nov. 19 in Baltimore

ANNUAL fall meeting of the Chesapeake Associated Press Radio Assn. will be held at the Emerson Hotel, Baltimore, Nov. 19 under joint chairmenship of Dennis Sartain, association chairman and WWDC Washington news editor, and Max Fullerton, secretary and chief of the AP Baltimore bureau.

Members from Maryland, the District of Columbia, northern Virginia and eastern West Virginia will hear reports on operations of the AP newscast wire, including results of a newly-instituted system of regional news transmissions. Roundtable discussions will be held on coverage of the Korean war, election campaigns, and national and state sports events. Association officers for the coming year also will be elected.

SEARS' BIRTHDAY

KTRI Moves to Store for Day

HELPING to celebrate the 60th anniversary of Sears Roebuck's Sioux City store, KTRI Sioux City broadcast its entire 18-hour schedule from a specially built booth in the store. The night before the broadcast the station moved turntables, news teletypes, records and transcriptions to the store.

In addition to regular programs, KTRI carried two special programs for the occasion. One was of the interview type and the other a quiz show with prizes for contestants. The store donated all of prizes given away.

Along with equipment KTRI had two staff members—traffic manager and continuity director—doing their regular work in the special studio. Sears officials had high praise for the event, reporting the broadcasts drew the largest crowds in the store's history, according to KTRI.

AUDIENCE SURVEYS
STARCH
PULSE
RADOX
DIARY
ADVERTEST
HOOPER
NIELSEN
MAIL
CONLAN
ROSS-FEDERAL
VIDEODEX
TRENDEX
BMB
WAHN
USE Any HONEST YARDSTICK YOU PLEASE
It Will PROVE
WOW
Overwhelmingly First
Day or Night
Week In-Week Out
in LISTENING AUDIENCE
NBC
RADIO STATION
WOW
, INC.
OMAHA, NEBRASKA
FRANK P. FOGARTY
General Manager
JOHN BLAIR & CO.
Representatives
590
KILOCYCLES
5000
WATTS
Our 27th Year of Outstanding Service!

McCARTHY BLAST

Senator's Charges Denied by WQQW

CHARGE that WQQW Washington "would appear [to be] completely under Communist control," made by Sen. Joseph R. McCarthy (R-Wis.) last week, was emphatically denied by M. Robert Rogers, vice president and general manager, Radio Station WQQW Inc., licensee of the station.

The allegation was unfounded, Mr. Rogers said, because the Metropolitan Broadcasting Corp., former station licensee and named in the McCarthy statement, does not exist.

Sen. McCarthy attacked the corporation, which reorganized in 1948 as Radio Station WQQW Inc. with new ownership, in a statement published in the appendix of the *Congressional Record*. Along with the statement, he inserted a report, which the Senator claimed, had been prepared in 1946 by the House Un-American Activities Committee and then "surpressed."

Mr. Rogers said the station now is controlled by five individuals, other stockholders holding "nonvoting " certificates. The Senator alleged that six stockholders of the nation's capital "good music station" are "the largest creditors of radio station WQQW and are affiliated with the Communist Party in the District of Columbia"; and that 17 other stockholders "are considered to be affiliated with the Communist Party."

In his denial, Mr. Rogers told BROADCASTING:

"Sen. McCarthy's charges have no foundation in the facts. He is quoting a repudiated report which was rejected by J. Parnell Thomas [former chairman of the House Un-American Activities Committee] as one of his first official acts when he became chairman of the Un-American Activities Committee."

Mr. Rogers pointed out that the former New Jersey Congressman "fired Ernie Adamson, then counsel of the committee, for issuing this unapproved report [committee report reprinted in the *Record* by Sen. McCarthy].

Reorganized in 1948

Mr. Rogers said the corporation had been reorganized in 1948 with the complete control of the station put in the hands of "five stockholders who constitute Radio Station WQQW Inc." These stockholders, in addition to himself, Mr. Rogers listed as: Morris Rodman, Washington, D. C., real estate man and president of the corporation; Pierson Underwood, station's program director, Irwin Geiger, an attorney, vice president; the estate of Jesse I. Miller, former Washington, D. C. attorney, deceased.

According to its application with the FCC requesting change of ownership [BROADCASTING, April 4, 1949], WQQW listed its principal stockholders as Mr. Rogers to acquire 30%; Mr. Underwood, 20%, and the remaining three, Messrs. Geiger, Rodman and Miller, to divide the other 50% voting interest equally.

Last month, WQQW filed in U. S. District Court in Washington a reorganization petition in a move said to strengthen the station's corporate structure and make ample funds available for expansion [BROADCASTING, Sept. 11].

Financial Adjustment

The station had pointed out that FCC in passing on an FM license application, had requested the station to adjust its financial structure in order to reduce a mortgage indebtedness of $110,000. Fair value of the station's assets was estimated at $138,000 but the petition said complete value couldn't be realized by a quick sale.

In his assertions, Sen. McCarthy pointed to Owen Lattimore, whom the Senator already unsuccessfully tried to label a member of the Communist Party, and his wife, Eleanor, as stockholders of Metropolitan Broadcasting Corp. According to FCC records, Mr. Lattimore and his wife each had 10 shares in the corporation before it changed hands.

In his disclaimer, Mr. Rogers said: "None of the station's clients, including some of the leading and oldest in Washington, has expressed any concern over Sen. McCarthy's baseless statements and on the day the report was made public we wrote more new business than we have written in any day this year."

Newscasts Pull

OFFER of a UP foreign news map free on a "first come, first served" basis has convinced KTUL Tulsa of interest in its newscasts. Listeners deluged the station with cards and letters far exceeding the original supply of 1,000, KTUL reports. Six plugs on the first day drew 1,459 requests in the next day's mail and forced KTUL to order another 6,000. Mail pull for 14 newscasts in two days reached 7,159, with requests pouring in from as far north as Wisconsin and south as Louisiana, plus neighboring 26 counties.

YES! WDAY IS THE OVERWHELMING FAVORITE IN THE CITY—

AND ON THE FARM!

YES! urban and rural, WDAY just doesn't have much competition in the wealthy Red River Valley! Here's the proof!

(1) A 22-county survey of rural listening habits made by students of North Dakota Agricultural College shows that *78.6% of the families prefer WDAY, vs. only 4.4% for the next station!*

(2) For the period Dec. '49—Apr. '50, WDAY got more than three times as great a Share of Audience as the next station, Morning, Afternoon and Evening—*got the highest Hooperatings among all NBC stations in the nation, for the second year in a row!*

(3) BMB Study No. 2 credits WDAY with a Daytime Audience of more than 200,000 families—*77.7% of whom are average daily listeners!*

Write direct or ask Free & Peters for all the facts about fabulous WDAY!

WDAY

FARGO, N. D.

NBC — 970 KILOCYCLES

5000 WATTS

ARTICLE on sports coverage of WHBY Appleton, Wis., run in recent edition of local newspaper.

YOU MIGHT GET A 175-POUND WOLF*—

BUT...

YOU WON'T GET MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you're gunning for bigger sales in Western Michigan and Northern Indiana, look at what WKZO, WJEF and WKZO-TV can give you!

WKZO-TV is basic CBS—Channel 3. It is the *only* TV station that delivers five large metropolitan markets *representing more than a billion and a half dollars of buying income and more than 70,000 TV sets in Western Michigan and Northern Indiana.*

WKZO, Kalamazoo, and WJEF, Grand Rapids cost 20% less than the next-best two-station choice in these two cities, *yet deliver about 57% more city listeners!* New BMB figures credit WKZO-WJEF with a 46.7% increase in Daytime Audience and a 52.8% increase in Nighttime Audience since 1946. In Grand Rapids alone, the Fetzer stations deliver an unduplicated coverage of more than 60,000 homes.

Write for all the facts today, including availabilities and some really impressive figures about the Western Michigan—Northern Indiana market.

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Strictly Business

(Continued from page 16)

of Mellott, Ind., he studied journalism and political science at Indiana U. and planned a writing career. He worked nights on the campus newspaper, the *Indiana Daily Student*, and on graduating became editor of an Indiana weekly where he did everything from writing editorials and laying out ads to collecting delinquent accounts. Meanwhile, however, he had applied to Scripps-Howard for a job with its organization "anywhere."

The call from S-H came within a few months after Mr. Hayes had left college, but it was not for a writer. The *Washington News* had an opening for an ad salesman in 1934. The youthful Hoosier got his first lucky break when his new employers permitted him to hurdle the classified department and move directly into local display. Concentrating on department stores, he was placed in charge of this division of the advertising department within a year, and by the end of six years was named advertising manager. The move to WTOP came four years later.

Some of the major retail accounts which Mr. Hayes developed for the CBS station were Lansburgh's and Hecht's, both large department stores; Brook's Women's Wear, and Raleigh Haberdashers. After two years at WTOP, Mr. Hayes became an account executive on CBS Radio Sales' Chicago staff in January 1946 and by September 1948 had been named western sales manager.

Born Jan. 6, 1908, in Mellott, Ind., Mr. Hayes is married to the former Jessie Dowell of Fowler, Ind. They have one son, Norman, 12, whose burning ambition is to play first base on a major league ball team some day. The youngster, known as Lefty in suburban Libertyville where the family lives, already is the star of a pennant-winning cub team.

Mr. Hayes is an amateur woodworker, but confesses he has several shiny new tools which he hasn't found time to use as yet. He is a member of the Chicago Radio Management Club.

ASCAP Dinner

OTTO A. HARBACH, president of ASCAP, presided over a dinner given by the society last Wednesday in honor of the Committee of International Copyright Experts of UNESCO. Dinner was held at the Mayflower Hotel, Washington, with Luther H. Evans, Librarian of Congress and U. S. delegate to UNESCO, as one of the principal speakers. Mr. Harbach and ASCAP board members served as co-hosts at the dinner, attended by representatives of UN, U. S. government agencies and departments and embassies and legations.

TONEY NAMED

Succeeds West at RCA Victor

APPOINTMENT of James M. Toney as director of public relations of the RCA Victor Division, Radio Corp. of America, was announced last week by Charles M. Odorizzi, operating vice president of the division. Mr. Toney, advertising manager of the RCA Victor Home Instruments Dept., succeeds John K. West, who left RCA Victor to join NBC as vice president in charge of its western division [BROADCASTING, Oct. 9].

Mr. Toney

It also was announced that Thomas J. Bernard will continue as assistant director of public relations.

Mr. Toney, whose new appointment is effective Nov. 1, joined RCA Victor in 1943 as an expeditor in the purchasing department, working in the Chicago office. In 1945 he was transferred to the RCA Victor Distributing Corp. in Chicago as a sales representative. He became general merchandising manager in charge of sales activities in 1947, and a year later was transferred to Camden as advertising manager of the Home Instruments Dept.

AIDS FRENCH PLEA

WDSU Records Film Premiere

A SPECIAL recording of the official premiere in America of the French film "Spirtualite Francaise," produced by the National Federation of Assns. of Churches and Religious Buildings Damaged or Destroyed, was made by WDSU New Orleans, Oct. 15, for use by Radiodiffusion Francaise.

During the premiere, held at the Municipal Auditorium in New Orleans, Joyce Smith, WDSU director of women's programs, introduced Madame Madeleine Deletang, French good will ambassador to this country. Madame Deletang is touring the country with the motion picture to solicit aid for restoring the churces of France.

Consul General of France, Lionel Vasse, appeared on the program along with local leaders. Also heard on program was a concert of sacred music by the Scola Cantorum of Notre Dame Seminary. Mayor DeLesseps S. Morrison of New Orleans closed the broadcast with official greetings from the city.

RECOMMENDED decision has been filed by Everett F. Haycraft, trial examiner of Federal Trade Commission, seeking order to prohibit misrepresentation of radio-TV correspondence courses by Radio Training Assn. of America, L. A.

You'll strike Pay-dirt in Flint!

RETAIL SALES UP 14.9%

BUILDING PERMITS UP 103.3%

NEW CAR SALES UP 41.2%

Sell the rich FLINT Market

At ram-jet pace, products are moving, business is booming in Flint. Incomes are at an all-time high (higher than New York or Philadelphia or Cincinnati). The average weekly income in Flint is $84.51. Retail sales are up 14.9% and still climbing (September 1950 23.8% over September 1949). New car registrations are up 41.2%, building permits are up 103.3%. Unemployment, on the other hand, is practically non-existent at 2%. Always a good market, Flint is the best in the U. S. these days.

You won't want to miss the Flint market . . . and you can't miss if you present your sales message over WFDF—Flint's first station. WFDF will bring you more listeners—more buyers—than all other local stations combined! (See your Hooper.) Buy WFDF and sell Flint.

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

If buying a **Home...**

an **Automobile...**

or a **Radio Station...**

You buy where you get the most for your money

This being true, how can you afford not to be on WGN...the *one* station in Chicago and the Middle West that reaches more homes than any other.*

*1949 BMB

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

WE DON'T BEG FOR BIG BONE (Ky.)!

"Big Bone" is a real Kentucky town, and like all the others we mention in these ads, you can actually find it on the map. But here at WAVE, we don't gnaw on any such morsels. Sales-wise, Big Bone is clean as a hound's tooth!

To get the real meat in Kentucky, WAVE concentrates on the 27-county *Louisville Trading Area.* Here people buy and sell at Kentucky's greatest rate—maintain purchasing power 41% above the average of Big Bone and *everywhere else outside the WAVE-zone, combined!*

Bring Louisville to heel, and you've really got a *pet.* Just whistle!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

RESEARCH 'STEW'

Oberfelder Sees Hope In Test Survey

RADIO-TELEVISION is depending upon the special test survey committee to get it out of "the stew" over audience measurement, Ted Oberfelder, former ABC director of advertising, promotion and research and just named manager of WJZ New York, declared at the ninth annual luncheon of Pulse Inc. in New York last week.

"It is the old, old story of too many cooks," Mr. Oberfelder said, "only in this case each cook is preparing his own soup, and when they are done they are all dumped into one huge cauldron. The result is supposed to be a broth to please the palate of all the radio and television industry. Instead we seem to find the entire industry in a stew.

"The inevitable conclusion to be drawn about such a situation," he continued, "must be that there is just too much quantitative research being done in radio and television. The mountains of material compiled move across executive and managerial desks from day to day in such volumes that it is often physically impossible to make use of all the information gathered and presented."

The necessity of buying all these services in order to keep abreast, Mr. Oberfelder pointed out, is having the effect of "siphoning off . . . research money which could well be put into more constructive channels." He said, " It all boils down to the fact that—based on what the users of quantitative research pay for their rating services—there is too much material to be used intelligently or profitably."

Mr. Oberfelder's views were representative of the growing interest in a movement to measure the relative accuracy of Hooper, Pulse, and other audience ratings by a test survey for that purpose [BROADCASTING, Oct. 23]. Report of the special test survey committee, formed at the request of Stanley G. Breyer of KJBS San Francisco, is expected in a fortnight.

ANSWERING the hopes of Arnold Reid (r), paralyzed in both his legs and arms, Gordon Baxter of KPAC Port Arthur, Tex., presents him with $1,553.70 that was sent in by KPAC listeners for his benefit. Mr. Reid had requested a tune to be played on Mr. Baxter's *Stringbilly Jumbalaya* program. In his letter he also mentioned that he was paralyzed and would like to go to Denver for treatment but could not afford it. Mr. Baxter read the letter over the air and played the request. The following day donations began coming into the station and in less than two weeks enough money was collected.

SPECIALIST NEED

Akin Cites Army Shortages

ACUTE shortages of skilled communications specialists because of peacetime reductions in armed services' strength was gravely felt during the Korean campaign, though equipment itself stood the test well, Maj. Gen. S. B. Akin, chief Army Signal Officer, has declared.

In a speech before the Washington Chapter of the Armed Forces Communications Assn. Oct. 18, Gen. Akin also noted that Korean communications were further complicated by mountainous terrain and wide dispersal of troops. Employment of a radio relay system, however, made the operation less "difficult," Gen. Akin said.

Radio relay, high-frequency "line-of-sight" transmission, introduced by the Signal Corps in World War II and now in wide commercial use, proved of "outstanding assistance," he noted.

WIND Aids Fund

COMMUNITY Fund of Chicago has credited WIND Chicago with "an outstanding public service" for donating all available time during the Oct. 22 Philadelphia Eagles-Pittsburgh Steelers professional football game for Fund announcements. Chicago sports editors and columnists on behalf of the Fund, transcribed spots which were interspersed throughout the broadcast when there was no action on the field. Harold A. Moore, general chairman of the 1950 Fund campaign, commended WIND for "one of the most important contributions to to our drive."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
WBAL

ВОЙНА́ *and Happiness...*

... are brewed in the same pot. A ladle of molten steel speaks all languages. In Russia, the language is war (boĭná) and they have devoted their steel to war products. In America, steel has been used for the machines that make work easier and daily living happier for everybody. Now, we must turn a part of America's river of molten steel into armaments to rebuild our defenses. Most people are wondering what effect the change will have on American life. Here are some questions and answers from the steel industry that may help you:

How much steel can the American steel companies make? Our capacity is now slightly over 100 million tons. Many companies are adding new capacity, which will total another 9 million tons.

How much steel can other countries supporting the U. N. program against aggression make? Their capacity is more than that of the Iron Curtain countries. It is 56 million tons.

How much steel can the Iron Curtain countries make? Russia and the countries she dominates can make about 33 million tons of steel per year.

How fast does America's steel industry grow? We will soon have 25 million tons more steel capacity than we had at the start of World War II. That increase, alone, is more than 4 times as much as next year's top estimate of military needs. The steel industry always grows in the competitive atmosphere of America.

Does plentiful production mean there will be plenty of steel for everything? The Army, Navy and Air Force need more steel. The steel industry is responding with increased capacity. But, the time may come when even our giant capacity will not be enough for both defense and unlimited personal buying. In effect, you increase America's supply of all important materials when you buy only those things you really need.

Is there any way in which I can get more facts on America's steel industry than can be given in this advertisement? Yes, write for the interesting booklet, "Report to the American Public." Address: American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

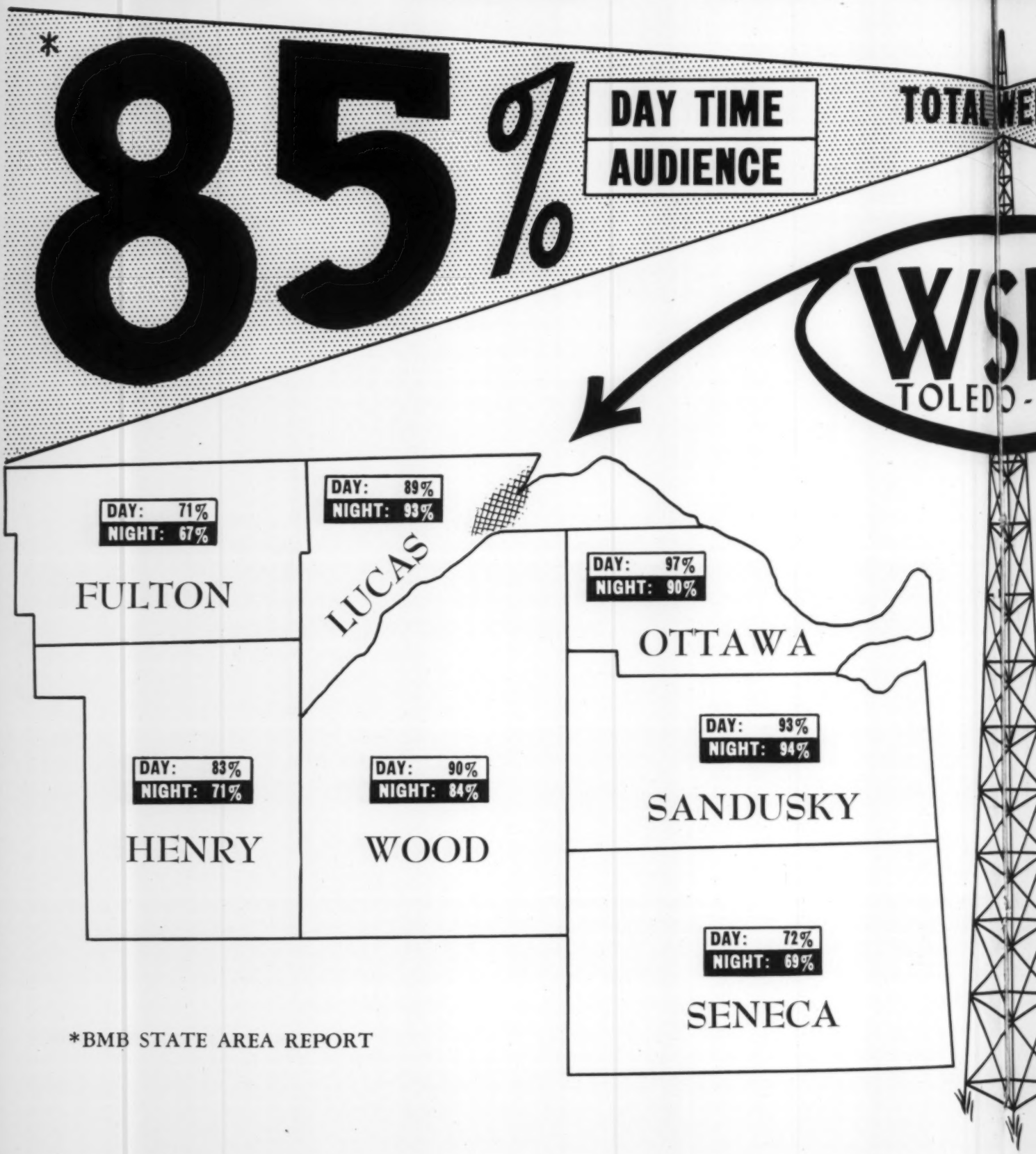
AMERICA'S **STEEL** INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE • NEW YORK 1, N. Y.

HERE'S A HANDY WAY TO SE



*BMB STATE AREA REPORT

O SELL THE TOLEDO MARKET

AL WEEKLY

NIGHT TIME AUDIENCE

*81%

WSPD
EDO - OHIO

The nerve center of a teeming, rich trading area embracing one of America's richest major markets is the city of Toledo, Ohio. Here in a half dozen or so counties reside 659,000 people with money to spend and places to spend it. Here the dominant selling voice is WSPD—a voice that literally saturates the area as proven by the above BMB percentages. 84%—90%—97%—what more could you ask?

Do you have a product that needs selling to the 659,000 people in the Toledo market? Then you had better get in touch with your KATZ man right away regarding available time. The word "selling", you see, is spelled W-S-P-D in the Toledo area.

To learn how to spell it in six other major markets, consult the list below. Like WSPD, all Fort Industry stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

XUM

editorial

Increase Rates Now

BROADCASTERS, like their counterparts of the printed page, are pondering rate structures in these days of skyrocketing costs and inflationary trends. The difference is that broadcasters are doing very little about it—except in rare instances and for those in TV who are enjoying dizzily expanding circulation and unequalled popularity.

Newspapers and magazines romp along increasing their rates on a what-the-traffic-will-bear basis, with little or no retaliation from advertisers. Yet advertisers demand more and more research and measurement material from radio and TV, which they can turn against these media in parrying rate adjustments.

It isn't hard to discern what the Assn. of National Advertisers is attempting to do since its project for across-the-board rate reductions in TV markets was nipped a few months ago. They've embarked upon a temporary boycott. There's little activity on new and renewal network business, although national spot and local are breaking records. ANA obviously is trying to sweat the networks out on rate adjustments.

There are individual broadcasters who are increasing rates. We know of no instance where such increases, discreetly and soundly evolved, have brought serious loss of revenue. The rub has been the differential in network rates as compared to spot. There hasn't been an over-all increase in network rates for more than a decade. Yet in the last dozen years operating costs have more than doubled.

It's no longer a matter of holding the line. To do so, in effect, is to reduce rates, since the dollar buys less and less.

Radio time is practically the only commodity extant that hasn't increased in cost in the last 10 years. This is in spite of the virtual saturation of the nation in set ownership and of unprecedented tune-in.

Networks should heed the pleas of their affiliates for horizontal rate increases. Excess profits taxes are in sight. Institutional spending will increase. Paper rationing looms, and newspapers are making their second round of increases in a year, in anticipation of what might amount to rationed advertising.

If rate increases aren't invoked now, to become effective in six months or so, stations and networks alike might find themselves doing an unprecedented volume of business, but with not enough return to meet increased overhead.

Help Wanted!

IT'S NO SECRET that BAB is looking for a top executive in the $35,000-$50,000 bracket. Several able and experienced radio men have been considered but each has declined for good personal reasons. The job is still open.

Plans for a more vital organization have been taking shape under the guidance of the selfless and intelligent BAB committee headed by Robert D. Swezey, WDSU-AM-FM-TV New Orleans, and composed of Edgar Kobak, consultant and owner of WTWA Thomson, Ga.; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids, and Allen B. Woodall, WDAK Columbus, Ga.

No ordinary task faces BAB.

First is the overall job of selling radio in competition with every other medium. That task has taken on new stature in the past few months with the continued growth of television, new tax burdens and the spectre of preparedness shortages of men and materials.

Second, an integral part of the first, is the task of raising a sizable war chest for the group. The ANPA Bureau of Advertising carries a million-dollar budget. The magazine publishers promote their medium on a similar scale. If radio is to battle for the advertisers' dollar on an equal footing it will need a like amount. That war chest will be a primary responsibility of the new BAB president.

Add it up. The task needs a man of considerable talents. Events of the past few years have aroused broadcasters to the necessity of promoting their medium as competition becomes tougher and rougher.

Developments in the foreseeable future indicate an increase in this necessity rather than a decline. This quickening of interest should make raising money for this essential purpose easier than it would have been last year or the year before.

The challenge is inescapable. Radio, that healthy giant, is not likely to ignore it. The job calls for a good man.

Any suggestions?

War-Time Folly

NOT SINCE the days of the infamous Blue Book have broadcasters been so aroused against the FCC. The resurgence of mailed fist rule, veering in the direction of control of the economy of the broadcast media, is the cause.

This was apparent at the NBC convention a week ago at White Sulphur Springs. At district meetings of the NAB and at state association sessions, anti-FCC fervor has become evident. The feeling is that the Commission's lawyers are riding high again, on the crest of the violence of the color TV fight. FCC Chairman Coy has made no bones about his displeasure over the opposition to the new color standards. His dander is up.

The color decision is the more spectacular issue, but from the broadcaster's standpoint—whether or not he is in TV—the real threat lies in the proposed rules to control TV network competition. That battle will be fought largely behind the scenes, whereas the color battle will be on the air and in the headlines for months ahead.

These are not the times to have another industry-government finish fight. Under Coy direction these past three years, the FCC has moved toward reasonable cooperation with licensees. The Commission had retrieved much lost prestige.

Now, in a war-time economy, warnings are up. They come at a time when the resources of radio and TV should be turned against the enemies of democracy, and not in intramural conflict.

Another Korea, or worse, could stop most of our radio and TV production overnight. The color issue then could become academic. So would a lot of others.

Energy, time and money—taxpayers' as well as corporate—will be wasted in the strife that has been provoked. Licensees cannot afford to let any issue which threatens to touch ever so lightly upon the basic freedom of the broadcast arts, go by default. So they must and will fight. To do otherwise is to invite disaster.

Before the conflict gets out of hand, we hope that higher authorities—even the President—will step in, to the end that the resources of radio and TV can be utilized to the maximum in preserving the freedoms of democracy in a sorely troubled world.

our respects to:

THOMAS BERNARD McFADDEN

WHEN 17-year-old Thomas Bernard McFadden filled out his application for employment as page boy at NBC New York, one question on the form gave him a moment's pause. It read: "What position would you eventually like to fill if you are employed by NBC?" Young McFadden finally, after considerable deliberation, wrote "President."

Although Mr. McFadden has not as yet realized that ambition, he is a young man who has come a long way since Sept. 13, 1934, when he first donned the gold braid of a Radio City page. Since April 1950 he has been manager of NBC's Hollywood television station, KNBH—a position he assumed after three years as manager of the network's WNBC-AM-FM and WNBT (TV) New York.

That number 13, the date he went to work for NBC, has been a significant one in the McFadden career. In high school sports, his

(Continued on page 54)

Static and Snow

By AWFREY QUINCY

ONE of the big national agencies is being sued by a script writer because the agency failed to use a program idea he had submitted. Now, he seeks to collect the compensation he would have received if his idea had been used. We are watching this one carefully, because if this writer collects, we're IN. At one time or another, we've had ideas on how to double the profits of Standard Oil, how to quadruple Coca-Cola's production, how to vastly expand the market for U. S. Steel. We'll just sue and sue, collect and collect, then dream up new ideas leading to more suits. With all that wealth, we'll line the padding in our cell with damask and brocade. Might even build a new asylum.

* * *

Now Transit Radio is raising rates. If anyone asks why, they can always say, "We were waiting for another street-car."

* * *

Life gets tougher every day, more complex in every way;
Wise guys scheme and cook up strife just to complicate my life.
Tuning in a TV set causes me to stew and fret,
And it's just an even bet that a picture I can get.
So to really put me down, make me grit my teeth and frown,
Make me kick my set and smack it, now it's gonna have a bracket.

WSAI NEWS IS TOPS IN CINCINNATI!

WSAI in Cincinnati is considered the top news outlet by all listeners for the greatest variety and most thorough coverage of the news. This is not surprising in view of the fact that WSAI's news programs are handled by such top personalities as Walter Winchell, Joseph Garretson, Baukhage, Agronsky, Bill Robbins, Pearson and Elmer Davis . . . plus the full services of Associated Press and United Press.

News commentator **JOSEPH GARRETSON** was sponsored the first day he went on WSAI by radio-wise **SHELL OIL CO.** And today — four years later — he has the same sponsor. Recently, a large automotive manufacturer obtained permission to sponsor Garretson at another time of day. News-wise you can't beat . . .

CINCINNATI
WSAI
A MARSHALL FIELD STATION
REPRESENTED BY AVERY-KNODEL

A·B·C

front office

MYRON MAY, chief engineer KNAK Salt Lake City, to manager KNEU Provo. GARN CARTER, commercial manager KOVO Provo, to commercial manager KNEU.

MORGAN RYAN, national sales manager and head N. Y. office of Liberty Broadcasting System, resigns to join Progressive Broadcasting System as district manager eastern division.

BURN-SMITH Co. and DORA C. DODSON, Atlanta, named representatives by WDVA Danville, Va.

FRANK JUNNEL to commercial manager KEYL (TV) San Antonio, Tex. Was with KCBD Lubbock and KROD El Paso as commercial manager. Replaces SHERRILL EDWARDS, resigned [BROADCASTING, Oct. 9].

Mr. Junnel

ELMER O. WAYNE, Curtis Publishing Co., Cleveland, to sales representative WGAR Cleveland. Replaces GLENN GILBERT, called to active service.

AL MAFFIE, WTSA Brattleboro, Vt., to WEIM Fitchburg, Mass., as commercial and promotion manager.

LIONEL COLTON, N. Y., named national sales representative for WERI Westerly, R. I. New England representative remains BERTHA BANNAN, Boston.

JOHN CALLOW to sales staff WOR New York. Was with WCBS New York and CBS research department.

C. M. GARNES, acting general manager KERB Kermit, Tex., named general manager.

PAUL J. PERREAULT, manager WTAO Cambridge, Mass., to acting manager WNBH-WFMR (FM) New Bedford, Mass.

JOHN B. BURNS, salesman and promotion manager KROC Rochester, Minn., to sales staff WGN Chicago.

ALBERT SCHERB, WGN Chicago sales staff, transfers to local TV sales at station. WILLIAM DAVIS will leave sales staff WGN-TV soon to return to active Navy duty. Expects to be assigned to staff of commandant of Naval Air Tactical Group in California.

J. GERALD MAYER, SCOTT G. RIGBY and F. HAMILTON SEELEY form law firm, Mayer, Rigby & Seeley, succeeding former Mayer, Rigby & Ryan. Firm located at 1010 Vermont Ave., N.W., Washington, and will practice before departments and agencies of government.

RUSS RYAN to KCNI Broken Bow, Neb., as assistant manager. Was with station before associations with MBS and WGN Chicago.

W. S. HUNEFELD Jr., manager S. F. office KLX Oakland, recalled to active service as Lt. in Navy.

WINI SCHAEFER, press representative WNBC-AM-FM and WNBT (TV) New York, appointed director of publicity for stations. Replaces SCHUYLER G. CHAPIN, who joins NBC national spot sales department as TV account executive.

LOUIS A. SMITH, owner-operator agency of that name in Chicago, to WOR-AM-TV New York as western sales manager. Will headquarter in Chicago and be responsible for WOR sales between Buffalo and Denver, Minneapolis and New Orleans.

Personals . . .

MILFORD JENSEN, operations director WCAL Northfield, Minn., appointed interim director Region IV National Assn. of Educational Broadcasters. . . . EDWARD LAMB, owner WICU (TV) Erie, Pa., presented gold embossed Bible by group of local civic leaders as token of "work done in advancing religious programming."

HUGH B. TERRY, vice president and general manager KLZ Denver, named Denver County chairman for 1951 Easter Seal Campaign. . . . HERBERT L. KRUEGER, commercial manager WTAG-AM-FM Worcester, Mass., back at desk after leg operation.

PAUL A. LOYET, vice president and resident manager WHO Des Moines, father of boy, Michael Paul, Oct. 20.

TO BUILD WGAF

New Valdosta, Ga., Outlet

THE Valdosta Broadcasting Co. has announced plans to build a new fulltime AM station in Valdosta, Ga. The company was granted a CP in 1949 for WGAF to operate with 5 kw on 910 kc. George B. Cook, president of VBC, said the construction of the station will be timed to meet delivery of the equipment which already has been purchased.

Board of directors of the firm includes four Valdosta business men: Mr. Cook, president; A. J. Strickland, vice president; L. O. Smith, secretary-treasurer, and Tom Bush Smith. A. D. Ring & Co., Washington consulting engineers, will supervise construction of the station.

Lucille Ball
CBS Star

WVAM ALTOONA
FIRST
You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN
FIRST
IS GODFREY 25 or 32? As a fact, HE'S BOTH! Godfrey's daytime show rates a 25.0 Hooper Godfrey's Talent Scouts has a 32.4 in Johnstown HOOPERFIRST Godfrey & WARD

Represented by Weed & Company

TWENTY YEARS OF LEADERSHIP
COMPLETE YOUR SALES PICTURE
WJDX
NBC AFFILIATE
JACKSON, MISS.
The Jackson metropolitan area, in addition to a 32 per cent population gain the last 10 years, has chalked up a 248 per cent increase in dollar volume retail trade and 322 per cent in wholesale sales. Truly a big market . . . and getting bigger.
REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

Follow the lead of these Business Leaders...

they're all giving Schenley to wish friends the best!

Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."

Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"

Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."

Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."

Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"

Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give

SCHENLEY

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC.

The Market

ALBUQUERQUE
NEW MEXICO
Leads in Total Retail Sales Percentage Gains
over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

KVER
Mutual - - Albuquerque

delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 6:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

WM. T. KEMP, President
KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager
BERT LEBHAR, III, Ass't Mgr.

Represented by

FORJOE & CO.
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
ATLANTA

air-casters

RAY A. LIUZZA to newly-created post of sales promotion manager WNOE New Orleans.

EARL STEELE, WCCO Minneapolis, to WARC Rochester, N. Y., as program director.

FRANK BABCOCK to announcing staff WGN Chicago from chief announcer and assistant program director KXYZ Houston.

LOUIS FORD to staff announcer WBUR (FM) Boston U. outlet, while studying at university.

CATHERINE ROSS, WJR Detroit, becomes assistant to **HARRY WISMER,** recently resigned from WJR to resume full schedule of sports broadcasting. Mr. Wismer's offices are in ABC offices, N. Y.

GEORGE D. COWLE, new to radio, to promotion and merchandising manager WEBC Duluth, Minn. Was in motion picture and theatre promotion.

GEORGE T. CASE, general and commercial manager WNAO Raleigh, N. C., to program director WONE-WTWO (FM) Dayton, Ohio.

DICK STEDMAN, sports director WTXL W. Springfield, Mass., to staff announcer WJIM-AM-TV Lansing, Mich.

HERB DEXTER, disc jockey and sports announcer WPEN Philadelphia, to evening production supervisor. Will continue sports announcing.

JOHN LINKER, WEOK Poughkeepsie, N. Y., to WPTR Albany, N. Y., as staff announcer.

JOHN PALLADINE to staff announcer WBUD Morrisville, Pa. Was with WIP Philadelphia. Succeeds **BOB KENT,** promoted to program director.

JAMES M. ORCHARD, WJAR-TV Providence, R. I., to program director KOTV (TV) Tulsa, Okla.

AL KNIGHT to KITO San Bernardino, Calif., to conduct 12 m.-6 a.m. *All Night With Al Knight* show.

ROD KLISE, staff announcer KHQ Spokane, Wash., appointed head of continuity. Will handle 3 p.m. and 5 p.m. newscasts. Succeeds **PAUL LAW,** resigned to freelance in Chicago.

ROGER CLARK, disc jockey WFGN Gaffney, S. C., to WNOR Norfolk, Va.

TONY BRYAN, graduate Northwest Broadcasting School, Portland, Ore., to KERG Eugene, Ore.

JACK LATHAM to NBC Hollywood announcing staff.

DR. CHARLES EARLE FUNK, editor emeritus Funk & Wagnalls since his retirement three years ago, to replace **Prof. CABELL GREET** as CBS speech consultant while latter is in Paris for next year, lecturing on American literature and civilization under Fulbright scholarship.

DARROW (Tex) CLARK, KRUN Ballinger, Tex., to KRRV Denison, Tex., as staff announcer.

PHIL RUSKIN to remote director WBKB (TV) Chicago, replacing **BILL BALABAN,** who was inducted into Army last week. **JOHN PAVIS** from boom mike man to sales promotion writer.

JACK WEBB, star of NBC *Dragnet,* signed for featured role in forthcoming 20th-Century-Fox production, "The U.S.S. Teakettle."

Lt. ROLAND J. SCHUMACHER, St. Louis policeman who airs *So It Can't Happen to You* on KXOK that city, father of girl, Martha Jane, Oct. 8.

BOB SWAN, disc jockey WPTR Albany, awarded Canadian and American Newspaperman's 1950 Achievement award "for outstanding radio entertainment."

LOWELL T. CHRISTISON, continuity director WRFW Eau Claire, Wis., and **FLORENCE HELM,** traffic manager, were married Oct. 7.

BILL TRACEY, promotion manager WSAZ Huntington, W. Va., now on active duty with Marines, father of girl, Kathleen.

BUDDY MENNETT, 14-year-old disc jockey, to *Best on Wax* show, WSTC-AM-FM Stamford, Conn.

ROBERT GREEN, commentator-critic, to *Top of the News* show, WTOP-TV Washington.

TEX DAVIS, disc jockey WLOW Norfolk, Va., sworn in as deputy sheriff of Norfolk County.

FRANK CASON, producer WSB-TV Atlanta, and Valerie Drake have announced their marriage, Oct. 7.

BUD STEFAN and **VIRGINIA MYER,** both KTLA (TV) Hollywood staff members, married Oct. 16.

TONY MOE, sales promotion manager WCCO Minneapolis-St. Paul, named radio chairman Hennepin County March of Dimes for 1951.

TOM BELCHER, director KNBH (TV) Hollywood, and Roberta Alderson were married Oct. 21.

JULIA (Nicky) CHASE to Don Lee Hollywood publicity staff as log editor, succeeding **SALLIE MONTGOMERY,** resigned.

TONY BOMBA, KPIX (TV) San Francisco, father of girl, Lizbeth Ann.

ROBERT REGAN, chief announcer KCBQ San Diego, father of boy, Jeffrey Robert.

CHARLES PAUL, music director CBS *Mr. and Mrs. North,* in Europe for three-week concert tour. Will direct Philharmonic Orchestra of London, Paris Conservatory Orchestra and Royal Danish Symphony, Copenhagen.

JACK HUSTON, WCCO Minneapolis-St. Paul announcing staff, father of boy, Brian, Oct. 15.

ALLAN JEFFERYS, staff announcer and disc jockey on *Dinner Bell* show, WFPG Atlantic City, N. J., and **JUNE HOOPES,** co-disc jockey *Dinner Bell,* have announced their marriage.

FRANK BARTON, writer on NBC's *Welcome Travelers,* father of girl, Amy, Oct. 5.

JOHNNY GRANT to host of all KECA-TV Hollywood weekday afternoon programming, given overall title *Afternoon With You.*

FRANK SWEENEY, WGN Chicago announcer, father of boy, Daniel Scott.

HEDDA HOPPER, columnist, starts half-hour weekly *Hedda Hopper Show* on NBC, Sat., 8:30-9 p.m., PST.

STANLEY NOONAN, tenor, replaces **Bob Callahan** on *Young Man With a Song,* KCBS San Francisco.

MARGARET WHITING, singer, mother of girl, Deborah Irene, Oct. 10.

TOMMY THOMPSON, floor manager ABC-TV *Mysteries of Chinatown,* and **GLORIA SANDERS,** star of show, have announced their marriage, Oct. 22.

JIMMY HUTCHINSON, of Sage Riders at WLS Chicago, father of boy, **James S.,** Oct. 6.

MARY and **HOWARD JONES,** stars of *Mary Jones* show WFIL Philadelphia, awarded Blue Ribbon by New Jersey State Fair committee for "most outstanding public service and home entertainment . . . over the airways . . . during past year"

ED BRADY, announcer KNBC San Francisco, father of boy, Michael, Oct. 22.

News . . .

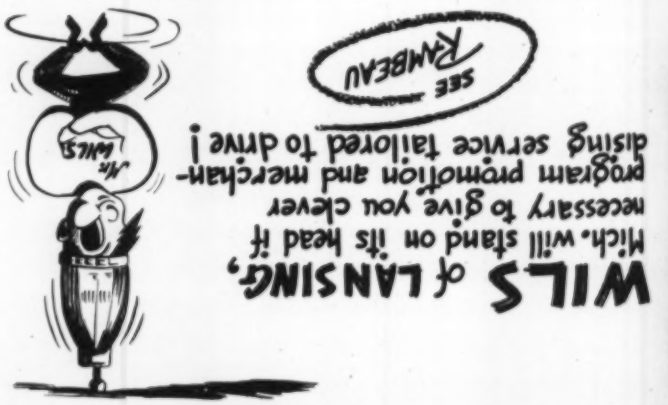
BILL CROWLEY, sports director WONE Dayton, Ohio, to sports director WARA Attleboro, Mass.

REX LORING, staff CFCF Montreal, appointed associate news editor-newscaster.

TOM McCARTHY, chief of news department WKRC Cincinnati, author of article on Milford Farm and Home Center in *Farm Quarterly.*

FRANK GOSS, CBS Hollywood newscaster, father of girl, Pamela Lynn, Oct. 14.

BLAIR MOODY, *Detroit News'* Washington correspondent and conductor


WILS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchandising service tailored to drive !
SEE RAMBEAU

Meet Your Congress series WINX Washington, transcribing broadcasts with touring Senators while abroad.

JACK CHANCELLOR, NBC Chicago news writer, and Constance Herbert were married Oct. 14.

GRANT HOLCOMB, director of news KCBS San Francisco, named committee member for USS San Francisco Memorial dedication Nov.. 12.

HAL KOSUT, newsman WHLI-AM-FM Hempstead, L. I., father of girl Judith Ellen, Oct. 14.

JAMES A. BYRON Jr., news editor WBAP-AM-FM-TV Fort Worth, elected president Fort Worth chapter Sigma Delta Chi.

ROBERT BRUCE MOORE, news and music editor WLAW Lawrence, Mass., father of boy, Robert Bruce Jr., Oct. 6.

CIVILIAN NEEDS
Can Now Be Met, Hessler Says

DIMINUTION of Korean hostilities will enable the nation's vast electrical manufacturing and distribution industry to make firm commitments for future delivery on materials for civilian needs, G. F. Hessler, vice president of Graybar Electric Co., told the annual convention of the Pacific Div. of National Assn. of Electrical Distributors in Coronado, Calif., last Wednesday.

Asserting that the "rush and urgency" to complete civilian projects no longer exists, Mr. Hessler felt that "we are going to be able to carry along a more sizable portion of our civilian economy without seriously impairing either it or our preparedness program."

The Graybar executive said that raw materials supply and availability constitute the "most crucial problem" and that manufacturers still could expect a pattern of regulation, priority, and inventory control. He predicted controls on copper of which the electrical industry consumes approximately 50% of the total supply, much of it for radio, television and other electronics equipment.

STORIES on operation of WGAY Silver Spring, Md., appeared in recent foreign publications. *London Daily Telegraph and Morning Post* carried item written by Marsland Gander, who had followed BBC observers at station. Picture and short article appeared in *Grosse Osterreich Illustrierte*, Austrian weekly.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO MATTER HOW YOU BUY TIME . . .

Whether you swear by Hooper . . . or compare rates and coverage . . . WDRC is the buy in Connecticut's Major Market! Get the facts! Write Wm. Malo. Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

DEFENSE FUNDS
Request Expected Soon

CIVIL defense planning and the government's stockpiling program were discussed at length Oct. 13 in a conference between W. Stuart Symington, chairman of the National Security Resources Board, and Sen. Kenneth McKellar (D-Tenn.), chairman of the powerful Senate Appropriations Committee.

Sen. McKellar expressed belief the administration would soon ask for additional funds to set up a Civil Defense Administration envisioned in President Truman's report on civil defense and communications [BROADCASTING, Oct. 9, Sept. 25], and to further the Munition Board's stockpiling program.

License Suspended

FIRST CLASS radiotelephone operator license of A. J. Hoggins has been suspended for six months on ground he operated KICA Clovis, N. M., without such required license on several occasions between May 15 and May 29, FCC has announced. The suspension would be waived temporarily, FCC said, if a hearing were requested. The Commission contended Mr. Hoggins allegedly "represented to the management" of KICA on May 11 that he held the license "for the purpose of obtaining employment." The license was issued May 29, FCC said.

WHILE Farm Service Director Chuck Worcester (l) looks on, General Manager William B. Quarton points to past lucky winners of WMT Cedar Rapid's, Iowa's farm journalism scholarship award. Current winner, Leon Kline, gives the familiar finger sign pointing toward success gained by his predecessors. All were "tutored" in farm broadcasting by Mr. Worcester.

U.S.-Seoul Contact

RADIO contact and telegraph service between the United States and Seoul, Korea, was officially reestablished at 5:45 a.m. Oct. 18, by repairing transmitting and receiving facilities after recapture of the South Korean capital, according to H. C. Ingles, president of RCA Communications Inc., New York. RCA also has sent a complete mobile station to Korea, enabling men at the front to radiotelegraph their families directly.

KBA MEETING
Discuss Future BAB Head

AT its semi-annual meeting Oct. 18-19, the Kentucky Broadcasters Assn. unanimously adopted a resolution urging NAB President Justin Miller and William B. Ryan, general manager of NAB, to use their influence to see that the new director of BAB is experienced in radio time sales. The resolution went on to ask that he be familiar with the sales problems of all stations "but especially lower powered operations."

Charles Warren, WCMI Ashland, was elected president of KBA at the Hopkinsville meet. J. W. Betts, WFTM Maysville, was named first vice president and Joseph Eaton, WKLO Louisville, second vice president. Hugh Potter, WOMI Owensboro, was re-elected secretary-treasurer.

Retiring President J. Porter Smith of WGRC Louisville, Edward Paxton Jr., WKYB Paducah and Mike Layman, WSFC Somerset, were named to the executive committee.

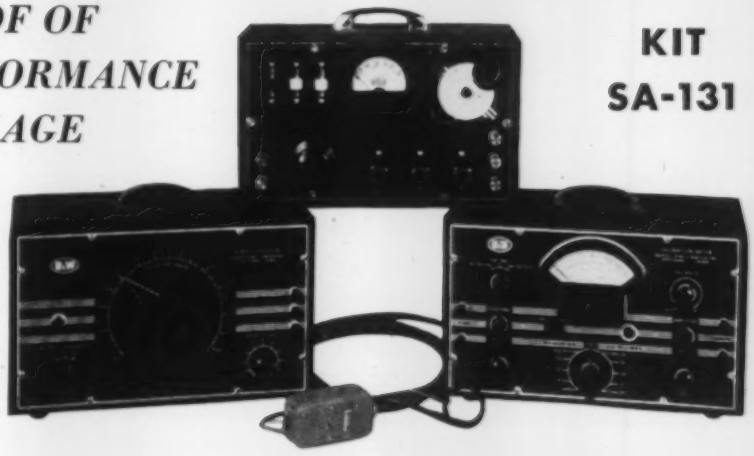
A plaque was presented by KBA members to Bill Ladd, radio editor of the *Louisville Courier Journal*, for his "unselfish efforts on behalf of better radio."

CKLS La Sarre, Que., new 250 w station on 1240 kc, is now on the air, according to Radio Branch, Dept. of Transport, Ottawa.

Quality PLUS ... makes GATES ... a MUST

PROOF OF PERFORMANCE PACKAGE

KIT SA-131



Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $392.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

REK-O-KUT'S
CONTINUOUSLY VARIABLE-SPEED TURNTABLE
The New and Needed Tool That Every Broadcast Engineer, Disc Jockey and Announcer Dreamed About!

Plays without "Wow" or flutter at any speed from 25 to 100 R.P.M.

Simple in design, simple to operate, requires no maintenance!

Speeds are regulated by fingertip movement of shift lever.

Operates at 50 or 60 cycles—the ONLY turntable to use in areas of varying voltage, frequency or with portable power plants.

MODEL-CVS 12
(Illustrated)
Chassis, Motor and Turntable Assembly Plays all records from 6 to 16 inches.
$84.95 net

MODEL-CVS 12P
In portable case with dual-stylus 16" Pickup.
$124.95 net

SOUND EFFECTS:
Patented Varikon Drive assures absolutely true running speeds for highest fidelity reproduction of all sound effects.

TRANSCRIPTIONS:
Permits speed-up or slow-down of recorded transcriptions to fit into allotted airtime . . . no more cut-off commercials!

REHEARSALS:
(A) Excellent check to determine whether overlong musical program can be used when squeezed into allotted time by speeding up in playback.

(B) For Disc Jockeys, Vocalists, Musicians, etc., permits singing and playing with any recording by matching the pitch of the record with voice or instrument. Reproduces the long sustained notes without warble or sourness.

SPECIFICATIONS

Speed Changes: Continuously Variable
(a) 110V—60 Cycles, Range: 25 to 100 R.P.M.
(b) 110V—50 Cycles, Range: 20 to 85 R.P.M.
Turntable—12" cast aluminum, hardened and ground shaft.
Motor—constant speed, 4 pole.
Drive—exclusive Rek-O-Kut VARI-CON* self-seating rim drive.
Noise Level—30db maximum below recording level.
Dimensions—16" L., 12" W., 5" below chassis.

Available At Your Regular Parts Distributor. Literature on Request . . . Write Direct to REK-O-KUT.

REK-O-KUT CO., Inc.
31-19 Queens Boulevard
Long Island City 1, New York

CAMPAIGN PROBE

To Eye Radio-TV Expenditures

A CONGRESSIONAL committee plans to turn its spotlight on money spent in radio and television during this year's Congressional election campaign, it was revealed last week.

Investigating for the House is its special Committee on Expenditures in Political Campaigns headed by Rep. Mike Mansfield (D-Mont.) who has sent notices to NAB's Justin Miller and to heads of the major radio-TV networks to appear at hearings tentatively scheduled for "shortly after the elections." If necessary, the committee will ask individual station officials to testify, it was explained.

Specifically, radio and television representatives will be asked to testify on the use of the media in political campaigns.

Rep. Mansfield's group was set up last July by the House to investigate and report by January 1950 on campaign expenditures by candidates for Congressional seats. The committee, composed of Democrats Mansfield, Frank L. Chelf (Ky.) and Charles B. Deane (N. C.) and Republicans John J. Jennings Jr. (Tenn.) and Frank Fellows (Me.), was voted $40,000 for the probe last summer.

Also asked to testify are political party heads, labor, corporation, bar associations, veterans groups, state councils on government, political action and other such groups on the amounts spent on behalf of individual candidates.

There is the possibility that President Truman will call Congress back to Washington before the Nov. 27 resumption date (see story this issue). In any event, a Congressional committee may conduct hearings in Washington at any time since the nation's legislature is technically in recess.

It was disclosed that the committee's staff is compiling statistics in a nationwide survey to show candidates' budgets for primary and national campaigns. This survey will be broken down into categories including that of radio and television advertising.

Purpose of the committee is to deem whether there is need for remedial legislation on the accounting of funds spent by Congressional candidates. It has been pointed out by interested observers that a law passed in 1923 on returns filed by House candidates on campaign expenses exempts billboard and newspaper advertising. Radio, as an advertising medium, was not referred to in the act.

Miller's Connection

W. B. MILLER terminated his connection with KEYL(TV) San Antonio, Tex., this past summer, according to W. D. Rogers Jr., vice president of KEYL. In the Oct. 16 issue of BROADCASTING, Mr. Miller was inadvertently identified as vice president and general manager.

DISCUSSING the Chevrolet-sponsored U. of Maryland football games, fed to a 10-station network from WITH Baltimore, are (l to r): Sportscaster Bob Wolff, Gov. Preston Lane of Maryland, Steve Douglas, sportscaster, and Dr. H. C. (Curly) Byrd, President of U. of Maryland. Ketchum, MacLeod & Grove, Pittsburgh, places the schedule.

LOCAL ADVERTISING TRENDS

Wenner Finds 38% of Budget Goes to Radio

LOCAL radio advertisers, considered the "most important" by stations in small Indiana communities, spend an average $5,260 on advertising yearly, of which 38% or $2,005 goes to radio. Most also use newspapers.

These figures were compiled through personal survey by Leonard Wenner in "Indiana AM stations in Communities Under 50,000 Population," a thesis for Master of Arts degree in Indiana U.'s Dept. of Speech. The survey was based on 40 usable returns (53% total response) from 85 prominent local advertisers in the state.

The survey showed 30 of the respondents found radio advertising resulted in "moderate success" while five said radio resulted in "much success" and one cited "no success." Mr. Wenner explained, however, that those having "much success" spend at least $1,000 a year in radio and have been advertising more than a year.

Newspapers are used as well as radio by 35 respondents, the survey disclosed, while 11 use billboards, seven use letters, five use postcards and five use handbills as well as radio and newspapers. Four respondents use radio exclusively.

FTC Report

LESS than 3% and 1% of all television and radio continuities, respectively, were set aside during the month of September by the Federal Trade Commission's Radio and Periodical Advertising Division as being "possibly false and misleading," according to FTC's monthly report. The division questioned 96 out of 2,676 TV continuities and 1,333 out of 54,402 radio advertisements examined during the month. Newspaper and magazine advertisements set aside amounted to over 5½% of all copy analyzed in each field.

OPERA RIGHTS

Court Halts 'Off Air' Records

UNAUTHORIZED recording of broadcast Metropolitan Opera performances "off the air" and sale of the recordings so labeled was halted by order of the New York Supreme Court, in a precedent-making ruling of a fortnight ago. Judge Henry Clay granted a temporary injunction which, until trial is held, restrains the Wagner-Nichols Recorder Corp. from "recording, advertising, selling or distributing" such broadcast performances.

Complainants in the action, brought last July, were the Metropolitan Opera Assn.; the American Broadcasting Co., which had exclusive right to broadcast the performances; and Columbia Record Co. Inc., which had exclusive right to record them.

Court Rules Contract Rights

The court recognized the exclusive right of the Metropolitan to its name, reputation, and performances; ABC's exclusive contractual right to broadcast them; and Columbia Record's exclusive contractual right to record them. These rights were not abandoned by virtue of performances before a live audience, or on the air, the court said.

Although before Judge Clay's ruling, the law protected against unauthorized broadcasting of performances, unauthorized re-broadcasting of broadcasts, and unauthorized sale of recordings, the present ruling extends protection against "off the air" recordings for the first time in New York State, and possibly the nation.

The effect of the ruling is expected to be widespread in view of the extent to which "off the air" recording is practiced commercially. Suggestive in this respect is that part of Judge Clay's order which restrains Wagner-Nichols from using, recording, advertising, or selling records of any performances over the ABC network.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr.

allied arts

SESAC Inc., N. Y., acquires music publishing affiliate, **CHORAL PRESS**, Evanston, Ill. **NOBLE CAIN**, producer and conductor of all Choral activities for Midwest division NBC, joins SESAC.

Mr. Cain

JANE W. KALMUS, director of women's activities, Carl Byoir & Assoc., N. Y., to Arthur H. Miller, public relations, N. Y., as associate to Mr. Miller. Mrs. Kalmus will handle publicity for radio-TV accounts.

JOHN LaCERDA, owner public relations and advertising agency of that name, Phila., author of article on Pinehurst, N. C., in Nov. issue *Nation's Business* magazine.

PHILIP HAMBURGER, TV writer *New Yorker* magazine, elected to board of George Foster Peabody radio-TV awards.

NAT V. DONATOR, sales manager C. P. MacGregor Transcriptions, father of boy, Peter Vincent, Oct. 18.

JOHN E. GIBBS & Co., N. Y., package agency, offers *Ding Howe and the Flying Tigers*, half-hour children's filmed TV series adaptable to radio. Produced by **LARRY C. MOORE** and written by **ROBERT T. SMITH**, program stars film actor, **RICHARD DENNING**. Syndicated comic strip tie-in planned.

JAY & GRAHAM RESEARCH Inc., Chicago, publisher of Videodex television rating reports, opens N. Y. office at 342 Madison Ave. as client service bureau for subscribers in N. Y. and other eastern cities. Chicago will continue as production point for Videodex materials.

WORLD BROADCASTING SYSTEM Inc. will move into its West Coast offices in former Administration Bldg. of California Studios, Hollywood, Nov. 1.

FRANK WRIGHT NATIONAL Corp., S. F., moves Southern Calif. office to 2404 W. 7th St., L. A. Firm opens radio-TV production office in Pantages Bldg., Hollywood.

Equipment . . .

DAVID S. RAU, assistant to vice president in charge of engineering, RCA, promoted to assistant vice president and chief engineer RCA Communications Inc.

JOHN WOOD and **WILLIAM NEWITT** to phono-pickup development and high fidelity loudspeaker design, respectively, at Electro-Voice Inc., Buchanan, Mich.

JACK CROSSIN, field sales manager Air King Products Co., promoted to manager defense products division.

WARREN E. ALBRIGHT, general plant manager RCA Victor recording department, appointed manager general materials division for home instrument department.

TRAD TELEVISION Corp., Asbury Park, N. J., acquires control of **Wil-Ray Products Co.**, Marlboro, N. J. Latter firm is TV cabinet manufacturer and changes name to Trad Cabinet Corp. Mr. Trad becomes its president.

MARK SIMPSON Mfg. Co., Long Island City, N. Y., announces six models of "Sound Reel," dual-speed, dual-track tape recorders.

Technical . . .

BOB BEATTY, graduate Northwest Broadcasting School, Portland, Ore., to KREW Sunnyside, Wash., as combination man.

GENE POTEET to TV engineering staff NBC Chicago from WOW-TV Omaha.

LARRY McARTHUR, engineer KECK Odessa, Tex., to KFMB San Diego in same capacity.

STANLEY STYDNICKI, communication and traffic division Midwest Airlines, to engineering staff KAUS Austin, Minn. Replaces **ROBERT ERICKSON**, resigned to join George A. Hormel & Co.

M. J. MINOR, chief engineer WBT-WBTV (TV) Charlotte, N. C., named senior member Institute of Radio Engineers by virtue of 27 years of radio-TV experience.

RAY KUBLY, KAVR Havre, Mont., to engineer-announcer KIST Santa Barbara, Calif.

PAUL VAN PELT, WBAP-TV Fort Worth; **CARL THOMPSON**, KEYL (TV) San Antonio; **BILL KEY**, WMCT (TV) Memphis, and **BILL KNIGHT**, WFAA-FM Dallas, to WFAA-TV technical and engineering staff.

ROBERT G. EHRHART, control engineer WTMA Charleston, S. C., resigns to attend Central Airlines School, Kansas City, Mo.

NAME TRENCHARD

Head of N. J. AP Radio Assn.

ROLAND TRENCHARD, public relations director for WAAT and WATV (TV) Newark, N. J., was elected president of the New Jersey Associated Press Radio Assn. at a meeting in New York last week.

Other officers elected were: Vice president, Kenneth A. Croy, secretary of WMTR Morristown; secretary-treasurer, Samuel G. Blackman, chief of bureau, AP New York.

NBC at Dedication

CEREMONIES at the dedication of Pacific Memorial Stadium of the College of the Pacific, Stockton, Calif., Oct. 21 were covered by NBC which carried a half-hour show on its western network and fed the program to four local stations in the city, KWG KSTN KXOB KGDM. Program featured Gov. Earl Warren of California and Dick Powell, who plays the role, "Richard Diamond" on NBC.

A Salesman Talks

"I dropped in to see the Advertising Manager of a school that offers an adult educational course, and he was in a pretty good mood. He's been using WINS—half an hour nightly—with consistently good results. WINS is the only New York station he's used for three years without a hiatus."

* * *

"A letter came in from an agency about an account of theirs which tested radio for the first time this summer, with the 15-minute Art Scanlon show on WINS across the board. It said, 'The results have far exceeded our expectations. Although the months of June, July and August are traditionally the slow months for reupholstery, Art Scanlon kept our client's sales at peak month levels. So satisfied has this client been with WINS results that we plan to increase our time on the Art Scanlon show, to the exclusion of other media.'"

* * *

"The other day I talked to a furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because his sales have been growing each year—directly traceable to WINS through tests he's made on his programs. I always say local advertisers are a good indication of a station's value, because they either get results, or they don't stay on."

* * *

Call your WINS representative . . . see him when he calls. Buy WINS . . . it *sells!* CROSLEY BROADCASTING CORPORATION, WINS 50 KW, New York.

Respects

(Continued from page 46)

number was 13. After going to work on the 13th, he received his first pay raise on the 13th. He was promoted to NBC news room on the 13th, and on a later 13th was appointed a sports writer.

During World War II, Tom McFadden reported to Kelly Field on the 13th, was graduated from flying school on the 13th, went overseas on the 13th and returned to the United States on the 13th.

By now so attached to the alledged jinx number, he purposely set his wedding date for Oct. 13, 1950, in Montclair, N. J. But he ran into an embarrassing snag. It turned out that his future parents-in-law had taken a fancy to that date many years before. It is the date of their wedding anniversary. So in order not to steal the spotlight from them, Mr. McFadden and his future wife, Marjorie Hutchison of Montclair and former business manager of WNBC and WNBT, were married on Oct. 7 instead.

A Native New Yorker

Tom McFadden is that rare individual—a native New Yorker. He was born on Feb. 11, 1917, in Manhattan, in an area which is now the New York end of the George Washington Bridge at 174th St. He is the son of John J. McFadden Jr. and his wife Bridget, both of whom were born in Ireland.

The future radio-TV executive was only 18 months old when his parents moved to Teaneck, N. J. It was there he spent his early childhood. The family moved again, however, to Bogota, N. J., where he attended public schools. He still regards Bogota as his permanent home.

Mr. McFadden's page-boy job at NBC Radio City was on a part-time basis while he was attending New York U. He received his B. A. degree in 1938, majoring in domestic marketing and radio advertising. Upon graduating he had his choice of two jobs—continuing with NBC or going to work as office boy for BBDO. Although he wanted to be in the advertising business and thus was tempted by the agency job, Mr. McFadden was more impressed by the magnificence of Radio City, which was then brand new. He chose NBC.

By 1938 he already had risen in the network's ranks,—from page to guide, then to guide instructor and finally to copy boy in the news room. Mr. McFadden is still proud of the fact that he was the first person to hold this exalted position. At that time NBC newsroom was made up of only Abe Schechter, now with Crowell-Collier Publishing Co., and Don Goddard, now an NBC commentator.

Six months after going into the newsroom, Mr. McFadden became a junior writer. As such, he was sent to various NBC stations as vacation relief man. In this capacity, he did his own broadcasting at such network stations as WRC Washington and WGY Schenectady.

Wrote for Stern

When Bill Stern joined NBC in 1938, Mr. McFadden was assigned to write for him. Later the same year, he was made sports editor of the network. He returned to a straight news assignment in 1940 when the international situation began to develop.

Mr. McFadden was on his way to play touch football near his home in Bogota on Dec. 7, 1941, when he heard the news of the Japanese attack on Pearl Harbor. He didn't wait to change his clothes, but headed for the NBC New York news room and was on the job all day and night as the crisis developed.

On returning home the next day, young McFadden was informed by the Navy that he had been on active duty since 4 p.m. the day before. So instead of returning to NBC, Ensign McFadden reported to the Press and Short Wave Censorship Unit of Naval Intelligence in New York.

He is extremely modest about his leaving the Navy. He explains it as: "I got tired of hanging around New York. I wanted to see a little action." As a result, he went into the Air Force as a private in February 1942 and was sent to Kelly Field, Tex., as an air cadet. Although he was trained as a fighter pilot, he eventually ended up in the Ferry Division of Air Transport Command.

There he flew almost every type of American aircraft. Commissioned a first lieutenant in early 1944, he was sent to Africa. He flew troops and supplies from the Dark Continent to Karachi, India. During a six months' tour of duty, he flew across the Hump.

Lt. McFadden received his captain's commission in late 1944 and was appointed operations officer for the air base at Acora, on the Gold Coast of West Africa.

He returned to the United States in 1945 where he was assigned briefly to Military Air Transportation Service before returning to civilian life.

Back on the job at NBC in New York, Mr. McFadden's rise continued from where it had left off four years before. In 1946 he was made director of news and special events of WEAF, now WNBC. He became assistant manager of the station in 1947. It was late the same year that he was elevated to manager. WNBT (TV) was added to his repsonsibilities in 1948.

Today, at 33, Mr. McFadden has come farther and done more than many men do in a lifetime. Hollywood, his new headquarters, is now learning the reasons why he has come so far, so fast. Tom McFadden combines the Black Irish charm and humor of his forebears with a practical, hard-headed American business sense. His ambition is to make KNBH a potential community force, as well as an important network outlet.

Uses a Tried Formula

In this, he follows a pattern set at WNBC and WNBT, which under leadership of Mr. McFadden and his predecessor, James M. Gaines, (now director of owned-and-operated NBC stations), were built into the position of leadership at the strictly local level they now hold.

Mr. McFadden realizes that he is now up against the toughest job he has ever tackled in his young career. "The Los Angeles television market, with seven outlets, is the most competitive in the country," he says. "And we've got our work cut out for us to put KNBH in front."

In his brief tenure at KNBH he has stepped up station operation to meet that keen competition. Besides surrounding himself with an able staff, he has extended operating schedule to include daytime telecasting. He also garnered one of the video "plums" of the West Coast with signing executive rights to telecasting football games of the professional Rams.

Like many of his colleagues at NBC, Mr. McFadden is a good golfer. He usually shoots in the 80's. His favorite hobby, however, is woodcarving, which he finds completely relaxing after a tough day at the office.

Although he has fitted himself perfectly into the scheme of NBC in Hollywood, Mr. McFadden still feels and looks like a transplanted Easterner. Instead of loud sport shirts and jackets, he wears business suits. His shoes are black and ties conservative. Instead of a convertible automobile, he drives a two-door sedan. His office walls are not decorated with autographed photos of Hollywood stars. Instead there are Tex and Jinx, Bill Stern and Mary Margaret McBride, his friends of New York days.

Mr. McFadden's habits are methodical and business-like, and he is known for an un-Hollywood like punctuality. In fact, the only thing about him which cries Hollywood is something he was born with—his looks.

CORRIGAN DIES

Was Veteran Agency Official

EMMETT CORRIGAN, 59, chairman of the board of Albert Frank-Guenther Law Inc., New York, died Oct. 21 as the result of a heart attack at the home of friends in Southampton, L. I.

Mr. Corrigan entered advertising with the firm of Rudolph Guenther Inc., New York, in 1915, following a two-year period as principal of Altona (N. Y.) Union School. He remained with the agency, which later changed its name to the present title, until his death. He specialized in bank, investment house and insurance company advertising, utilizing all media.

Surviving are his wife, the former Barbara Koehl; two daughters, Mrs. Floyd Carlisle Jr., of Locust Valley, L. I., and Mrs. Day Thorpe of Alexandria, Va., and four grandchildren. His son, First Lt. Emmett Thomas Corrigan was killed in action in Germany during World War II.

KIHR ON AIR

New Oregon Fulltime Outlet

KIHR Hood River, Ore., began broadcasting operations Oct. 17. The new station operates fulltime on 1340 kc with 250 w. KIHR licensee is Oregon-Washington Broadcasters, with C. H. Fisher and C. O. Fisher as partners.

C. H. Fisher also is general manager. Don McCutcheon is station manager and Robert Houglum, chief engineer. C. H. Fisher, who also is president of KUGN Eugene, Ore., has announced an increase in power for that station from 250 w on 1400 kc to 1 kw on 590 kc as of Oct. 8.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropoliton centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN

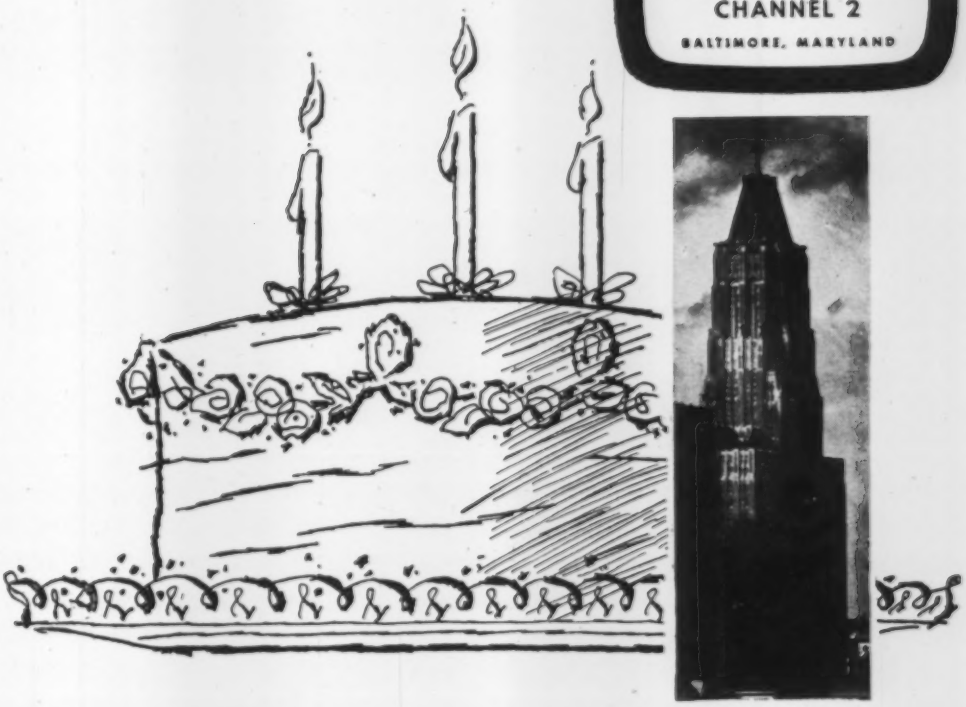
OCTOBER 30, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Third Anniversary, October 27th, 1950

WMAR-TV
CHANNEL 2
BALTIMORE, MARYLAND



PROGRESS REPORT

1. Our two mobile units have made 832 on-the-spot remote pickups.
2. Our newsreel department has produced a daily newsreel every day without interruption. 220 miles of film.
3. Our three hour afternoon studio "Sports Parade" has been on the air six days a week the past 18 months. During that period it has been picked off the air and rebroadcast in Washington.
4. Currently we're carrying 53 C.B.S. network programs totaling 35 hours per week.
5. If you are a movie fan, you may view anything from mysteries and westerns to classic Korda films, an average of 9 hours a week.

Represented by **THE KATZ AGENCY, INC.** NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

4
330,000
TV SETS
...Now in Detroit!
And the most-tuned-to of the 3 stations in the multi-billion dollar Detroit market is WWJ-TV, Michigan's first television station . . . now in its fourth year of undisputed leadership in pioneering, programming, public service and pulling power.
WWJ-TV not only gives your product story the effectiveness of visual selling; it also lends to your product community acceptance which no other TV station in this market can approach.
To sell Detroit, you need WWJ-TV. It is the dominant television voice in a market that is the outstanding sales opportunity in the nation!
FIRST IN MICHIGAN
WWJ-TV
Owned and Operated by THE DETROIT NEWS
NBC Television Network
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

OCTOBER 30, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

BRIDGEPORT UHF

RCA-NBC Report Stirs FCC Hearing

"BASED on the facts and not any loose conclusions, it will be most unfortunate if the television expansion has to go into the UHF band."

These words, spoken softly, reservedly, by an RCA-NBC engineering executive, were virtually the only comment FCC could obtain last week as to how the industry pioneer possibly views the UHF as a practical medium for commercial TV at the present time.

RCA submitted—without interpretation of any kind—a voluminous, factual report on its UHF experiment at Bridgeport. This report, FCC was told, was the complete RCA presentation at the Commission's comprehensive TV allocation proceeding which commenced only a fortnight ago on multiple issues relating to opening of the UHF band, revised VHF-UHF allocations throughout the U.S., as well as general allocation principles, rules and technical standards [TELECASTING, Oct. 23].

FCC Disappointed

FCC officials expressed obvious disappointment. But RCA's sole witness preferred to make no recommendation on the usability of the UHF band.

Representing three years' work, the Bridgeport report offered only limited conclusions on certain phases of the KC2XAK operation on 530 mc with effective radiated power of 13.9 kw. Highlights are:

- **Grade A service area distance was found to be three miles and Grade B distance seven miles.**
- **Comparing local KC2XAK reception with VHF reception from NBC's WNBT (TV) New York, 55 miles away, 26.9% of receiving locations reported "excellent" UHF picture while 9% cited same grade VHF picture; 14.9% cited "fair" UHF picture while 46.2% reported same grade VHF.**
- **90% of the test homes received signals less than theoretical—to extent that 4,000 times the power would be required to bring these up to theory strength.**
- **While this smooth-earth theory of Dr. K. A. Norton, National Bureau of Standards radio propagation authority, is considered correct, the signal differences are attributed to terrain effect.**
- **Other factors also appearing to have greater effect on determining picture quality in UHF than in VHF are foliage, location of receiving antenna (termed "critical"), heavy rain and snow storms.**
- **Multipath reflections were found less troublesome than on VHF; little or no interference was noticed from auto ignition or diathermy.**

Other developments during last week's hearing, held Tuesday through Friday with Acting Chairman Paul A. Walker presiding:

- **Suggestion by RCA-NBC that FCC engineers actively participate in forthcoming comparative tests between KC2XAK and NBC's developmental VHF Channel 4 (66-72 mc) station there, granted power boost to 250-w ERP by FCC Thursday.**
- **Agreement by both RCA-NBC and ABC to cooperate in gaining added VHF data from the new Empire State Bldg. transmitting site of all New York TV outlets, as suggested by Comr. George E. Sterling.**
- **View of John H. Poole, based on his West Coast UHF work, that an "excellent calibre of technical service" in possible via UHF in such communities as Long Beach, Calif., but successful UHF development depends upon big city VHF-UHF intermixture and other allocation policies which will assure fair competition.**
- **Earlier opinion of DuMont and Philco that practical UHF development is possible was bolstered by CBS while ABC expressed regret added channels for TV expansion haven't been found near existing VHF service.**
- **Belief of several witnesses that satellite operation will find its place in future TV picture, but prospects appear dim for Stratovision since tests were considered "discouraging."**

The detailed report on the Bridgeport tests was presented to FCC by Raymond F. Guy, NBC manager of radio and allocations engineering. He assured the Commission the developmental work "will continue for some time."

Comr. Frieda B. Hennock was concerned over the limited coverage area for high grades of service as disclosed by charts in the report.

"This proves you are going to have great difficulty giving excellent TV service in the UHF," Mr. Guy explained.

He emphasized, however, he did not wish to give "opinions," since it was RCA's purpose to give FCC the factual data "and let you draw your own conclusions." He specifically declined to make any recommendations as to the usability of the UHF for commercial service.

Cites DuMont Report

When reminded that DuMont earlier had reported good pictures from the Bridgeport station at considerable distances, Mr. Guy explained he thought these may have been over water paths. He cited reports of VHF reception up to 1,200 miles due to troposphere and said NBC has also obtained good pictures at the Empire State Bldg. from Bridgeport but this was because of antenna height.

Mr. Guy contended conclusions of other UHF investigators such as Frank J. Bingley, in charge of TV research for Philco Corp., have supported findings in the RCA-NBC report.

The NBC engineer contended he did not wish to leave any impression the UHF is a completely bad part of the spectrum since he "wouldn't say it's not good for anything." Usability depends upon terrain and location, he explained.

Mr. Guy told FCC 5 kw UHF transmitters will be required to give "good service" in smaller communities. He said 1 kw transmitters have been built for 500 mc and 5 kw models would be developed "in due course." He could give no time estimates on higher power transmitters above 500 mc.

When the RCA-NBC counsel, Ray B. Houston, explained no other witnesses or evidence would be presented, the Commission indicated disappointment.

Harry Plotkin, FCC counsel, explained this was RCA's privilege, but he was disconcerted because

(Continued on page 58)

COLOR FURORE

Nov. 8 Seen for RCA-NBC Hearing

WHILE the color television furore raged unabated, an early November (probably Nov. 8) hearing on RCA-NBC's request for a stay order against FCC's adoption of CBS color standards was expected to be set in Federal Court in Chicago today (Monday).

RCA and FCC agreed on the Nov. 8 hearing date, subject to confirmation by the court today.

The temporary or interlocutory injunction sought by RCA, NBC and RCA Victor Distributing Corp. in their joint suit would stay the Nov. 20 effective date of CBS color standards pending trial and decision on their request for a permanent injunction [TELECASTING, Oct. 23].

But FCC was preparing to file, over the weekend, motions for dismissal of the suit and for summary judgment upholding its decision. FCC was expected to contend NBC and RCA Victor Distributing Corp. should be eliminated as plaintiffs on grounds that they have no reasonably close relationship to the color controversy; that RCA has failed to show a sufficient cause of action, and that in any event the Commission is entitled to summary judgment supporting its decision.

FCC was expected to push for argument on these motions in the hearing tentatively set for Nov. 8.

Through the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis, RCA filed a motion last Tuesday asking for a temporary injunction and also requesting that a three-judge court be convened to hear the case. The motion was filed in the court of Judge Philip L. Sullivan, who will be one of the three judges in the case and who is expected to reveal the names of the other judges at today's session.

Pilot Radio Corp. was expected momentarily to file a petition to intervene on the side of RCA, in a follow-up to its Oct. 20 decision to drop its own suit in New York.

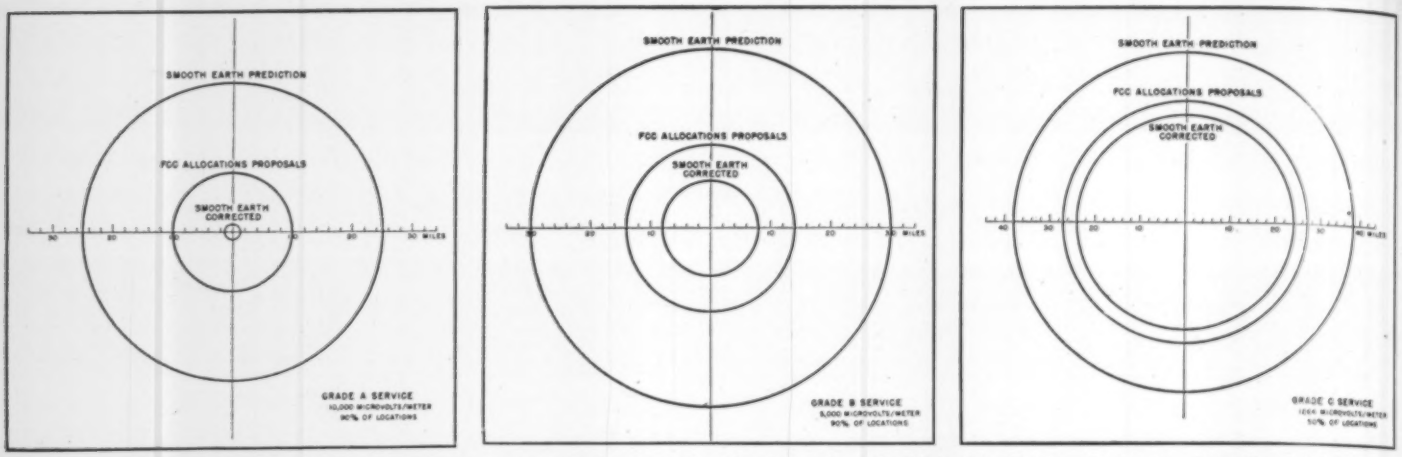
CBS To Intervene

CBS meanwhile was reported Thursday to have decided—as anticipated—to intervene in support of FCC's decision.

Other developments on the color front included:

- Black-and-white TV set manufacturers stepped up the drive to convince set owners and prospective buyers that present-day sets are not obsoleted by the FCC color decision.
- Westinghouse reiterated that black-and-white sets are far from obsolete, and said it will make CBS adapter-converter packages available "if and when color broadcasting reaches your market."
- Sightmaster Corp. sued CBS and President Frank Stanton for $750,000 for allegedly discouraging purchases of black-and-white receivers (see story page 68).
- KLZ Denver, a TV applicant, notified FCC it would include colorcasts in the program schedule of its proposed station (story page 70).
- R. C. Sprague, president of Radio-Television Mfrs. Assn., went on the CBS radio network to answer an earlier speech by CBS President Stanton, who came back with a counter-charge.
- Raytheon Mfg. Co. reported an unexpected deluge of returns from a questionnaire directed to both set-owners and non-owners in a "Straight Facts" color TV advertisement published in 59 cities.

(Continued on page 66)



THIS IS HOW RCA-NBC compared practical UHF reception with theoretical calculations as to what service should be at 600 mc. The basic data on actual experience is a composite of the Bridgeport UHF tests and similar surveys made earlier by RCA-NBC, Philco, Westinghouse and CBS. The comparison uses transmitting antenna height of 500 ft. with effective radiated power of 10 kw and receiving antenna height of 30 ft. The outer circle in each figure represents the prediction of service area distance according to the "smooth-earth (billiard ball) theory" developed by Dr. K. A. Norton, National Bureau of Standard radio propagation authority. The second circle, "FCC allocations proposals," is the coverage predicted in FCC's proposed allocation plan. This is the modification of the Norton smooth-earth theory made by the FCC-industry Ad Hoc Committee. The center circle, "Smooth Earth Corrected," represents the smooth earth theory as corrected by the "average experience factor" computed by RCA-NBC from the surveys.

Bridgeport UHF

(Continued from page 57)

RCA was giving "propagation data, period."

Comr. Hennock said she was "baffled" by RCA's attitude.

"You don't want this hearing to go by default, do you," she questioned, noting that if RCA was putting in data it "must have views."

Mr. Guy stated RCA was willing to do everything to "help the cause." Asked to define the "cause," he described it as the "accumulation of data to assist in a wise decision in the expansion of television."

In his introduction to the Bridgeport report, Mr. Guy related the need for UHF experience and RCA's efforts through the years to gain factual data. He indicated in the 1945 general allocation proceeding one brief was submitted which claimed a 5 kw UHF transmitter would give service comparable to that of a 500 kw transmitter at VHF. Asked to identify the party he declined because he "wouldn't want to embarrass anybody."

FCC records disclosed the citation quoted was in a brief filed by CBS in February 1945 and which was based upon theoretical calculations by Dr. Norton. The citation also referred to testimony by Dr. Peter C. Goldmark, then chief TV engineer for CBS.

Dr. Thomas T. Goldsmith, DuMont director of research, on Tuesday completed explanation of the extensive, revised DuMont allocation plan for the VHF and UHF [TELECASTING, Oct. 23]. The proposal incorporates both technical and economic factors in making suggested assignments for 1,400 communities throughout the U.S.

Chief objectives of the DuMont plan are to: Minimize co-channel, adjacent-channel and other interference in both the VHF and UHF, especially the "questionable" cases cited in FCC's proposed allocation; avoid where possible any intermixture of VHF and UHF channels in the same primary area; provide multiple choice of programs in larger communities, and provide a minimum of four VHF channels in each major market to assure healthy network competition.

The DuMont proposal is based on the assumption the Bell Telephone bid for 470-500 mc for mobile common carrier operations will be denied, leaving the full 470-890 mc band assignable to TV. DuMont would allocate 69 six-megacycle UHF channels throughout the upper band to "supplement" its proposed revision of the present national allocation of 12 VHF channels. Mexican and Canadian VHF allocations also are suggested. The revision is intended to aid long-term TV progress.

Dr. Goldsmith explained this would mean switching a few existing VHF stations to new VHF channels, and in some cases, to UHF assignments. A three-year "orderly" conversion would be employed in the latter case.

The DuMont brief showed the following VHF stations would be moved to new assignments in the UHF:

WOI-TV Ames, Iowa; WNBF-TV Binghamton, N. Y.; WTTV Bloomington, Ind.; WLWC, WTVN and WBNS-TV Columbus, Ohio; WHBF-TV (Rock Island, Ill.) and WOC-TV Davenport, Iowa; WLWD and WHIO-TV Dayton, Ohio; WICU Erie, Pa.; WLAV-TV Grand Rapids, Mich.; WSAZ-TV Huntington, W. Va.; WJAC-TV Johnstown, Pa.; WKZO-TV Kalamazoo, Mich.; WGAL-TV Lancaster, Pa.; WJIM-TV Lansing, Mich.; WNHC-TV New Haven, Conn.; WJAR-TV Providence, R. I.; WTVR Richmond, Va.; WSYR-TV and WHEN Syracuse, N. Y.; WSPD-TV Toledo, Ohio; WKTV Utica-Rome, N. Y.; WDEL-TV Wilmington, Del.

Following VHF stations would be required to switch to another VHF channel under the DuMont plan:

WNBK Cleveland; KRLD-TV and WFAA-TV Dallas, Tex.; WSM-TV Nashville, Tenn.; WRGB Schenectady, N. Y.

The DuMont brief supports FCC's proposal to specify minimum VHF co-channel separations of 220 miles and UHF 200 miles. However, DuMont proposes only 75-mile minimum adjacent channel spacing for VHF stations.

Dr. Goldsmith explained FCC's proposal allocates only 493 VHF stations in 204 communities throughout the U.S. while the DuMont plan allocates 621 VHF stations in 247 communities. The FCC total includes the 107 VHF stations in operation while the DuMont total includes all but a few of these existing outlets.

The DuMont official said that his firm's plan provides 190,000-sq. mi. more VHF coverage than does the FCC plan and hence better meets the requirements of FCC allocation Priority 1 than does the Commission proposal. This is based on Grade C service radii of 57 miles for VHF stations and 43 miles for UHF stations.

FCC's Priority 1 is "to provide at least one television service to all parts of the United States." Requirements proposed by FCC for Grade C service are that 50% of the receiving locations in the area 90% of the time must obtain 220 microvolts per meter (47 db) for VHF Channels 2-6, 632 uv/m (56 db) for VHF Channels 7-13 and 1,264 uv/m (62 db) for UHF Channels 14-55.

Goldsmith Contention

Dr. Goldsmith contended the DuMont plan satisfied the other four FCC allocation priorities better than did the Commission proposal, using the Grade C service comparison.

To inquiry by Comr. Robert F. Jones on how many of the 9,000,000 existing VHF receivers would have to be adapted to provide full service in intermixed VHF-UHF cities, Dr. Goldsmith pointed out only 898,500

DISTRIBUTION OF 178 METROPOLITAN COUNTY AREAS BY NUMBER OF TV CHANNELS ALLOCATED
(Comparison of FCC Proposal and DuMont Proposal)

Number of Communities Having:											
1 or 2 Channels		3 or More Channels		4 or More Channels				VHF AND/OR UHF SERVICE (Intermixture Included)			
FCC	DuMont	FCC	DuMont	FCC	DuMont	70	28	108	146	61	131
VHF SERVICE						VHF OR UHF SERVICE (No Intermixture)					
47	3	63	79	34	74	61	28	59	145	25	130
UHF SERVICE						Note: In DuMont proposal, five areas are combined for TV coverage and one (Lowell-Lawrence-Haverhill) is added.					
102	28	23	72	1	61						

DISTRIBUTION OF COMMUNITIES BY POPULATION AND NUMBER OF CHANNELS ALLOCATED

Population Group	Number of Communities Having: 1 or 2 Channels FCC	DuMont	3 or More Channels FCC	DuMont	4 or More Channels FCC	DuMont
VHF SERVICE						
50,000-100,000	31	3	9	22	4	18
100,000-250,000	24	..	18	25	6	23
250,000-500,000	10	1	16	17	10	17
500,000-and over	4	..	26	28	16	27
TOTAL	69	4	69	92	36	85
UHF SERVICE						
50,000-100,000	122	92	11	32	3	19
100,000-250,000	48	16	12	35	..	30
250,000-500,000	15	2	6	15	..	15
500,000-and over	19	1	3	7	1	5
TOTAL	204	111	32	89	4	69

Population Group	1 or 2 Channels FCC	DuMont	3 or More Channels FCC	DuMont	4 or More Channels FCC	DuMont
VHF AND/OR UHF (Intermixture Included)						
50,000-100,000	115	95	30	54	19	37
100,000-250,000	41	16	39	60	12	53
250,000-500,000	6	3	29	32	17	32
500,000-and over	3	..	32	35	27	33
TOTAL	165	114	130	181	75	155
VHF OR UHF (No Intermixture)						
50,000-100,000	107	95	10	54	5	37
100,000-250,000	33	16	24	60	4	53
250,000-500,000	5	3	18	32	9	32
500,000-and over	4	..	14	34	10	32
TOTAL	149	114	66	180	28	154

sets would be affected under the DuMont plan while 3,298,000 sets would be affected under FCC's plan.

Dr. Goldsmith explained DuMont favors least possible intermixture.

Explaining the receiving set factor, Dr. Goldsmith said it would take about a year to get universal receivers on the market, DuMont is planning all-channel continuous tuning VHF-UHF sets, he indicated, pointing out DuMont now makes continuous tuning VHF sets while nearly all others on the market are snap tuning.

The witness said manufacturers who did not use continuous tuning for VHF-UHF would penalize themselves saleswise. Televiewers with such sets would have to call for adjustment of their receivers whenever they moved to another town, he explained.

Asked his views respecting Polycasting, whereby a group of low-power stations would be assigned an area in lieu of one higher-power outlet, Dr. Goldsmith said FCC would be forced to use more total frequencies to get the same grade of service as presently proposed.

He considered the problems of Stratovision "so severe as to preclude its use" as a practical TV service. "I won't say it can never be done," he added.

Pressed by Comr. Hennock on the fairness of only UHF channels for educators since it appears UHF renders less coverage than VHF, Dr. Goldsmith noted that DuMont got "excellent" pictures 30 to 35 miles from the RCA-NBC Bridgeport UHF station on 535 mc. He considered the UHF pictures better than any VHF pictures available there.

Considerable concern was expressed over the DuMont proposal for stripping New England of all VHF channels except at Boston. Dr. Goldsmith explained, however, that with additional UHF channels the DuMont plan supplies more total channels than the FCC allocation "and thus provides for better and more competitive service." He also explained the DuMont plan for the seven major markets in New York provided a more suitable distribution. (See tables page 65).

On Tuesday and part of Wednesday, John H. Poole, West Coast broadcaster and investor, related details of his Long Beach, Calif., UHF experiments. Mr. Poole operates KSMA Santa Maria and KALI Pasadena, Calif.

Test UHF Claim

Conducting his UHF work since May 1948 under the name of Pacific Video Pioneers at Long Beach, Mr. Poole told the Commission his chief interest in operating KM2XAZ on 530 mc was to develop equipment and determine whether a usable UHF service could be provided in Long Beach. He stated he wanted to test claims that the UHF would never be practical.

Mr. Poole pointed out the UHF represents roughly five-sixths of the TV spectrum and VHF but one-sixth, with the VHF fraction already proven inadequate. Hence, to make effective use of the UHF, avoid monopoly and "paucity of service to the public," Mr. Poole urged every effort must be made to "place UHF on an equal competitive level with VHF."

Some of the measures which will help UHF "catch up" with VHF and then become well established, Mr. Poole said, are:

A planned mixing of VHF and UHF channels in communities throughout the nation with special emphasis on admixture in the great metropolitan areas. An exception might be made to this rule in the interest of reducing the competitive inequalities that will exist in established VHF areas of populations under 1,000,000 persons. In these cases intermixing should be avoided if possible when it appears that undue hardship would result for the new telecaster if forced to operate at UHF. Even with this exception all the top 14 markets and the large majority of the first 178 markets would be VHF-UHF areas.

I believe that this arrangement would provide the necessary impetus to all manufacturers to standardize on all channel television receivers and, at the same time, would solve in great part the competitive problem feared by new UHF telecasters, since intermixing would be limited almost entirely to markets of 1,000,000 or over and to those smaller markets which are not now served by a VHF station.

If adequate propagation data is not now available for allocations purposes, an immediate partial opening of the UHF band for commercial use, using VHF transmission standards with channels available on a demand (non-allocation) basis.

Cooperation by receiver manufacturers who should plan now for converting to production of all channel television receivers exclusively as soon as the allocation plan is announced.

Unique feature of the Long Beach transmitter is that it employs phase-to-amplitude modulation, heretofore not used in television. Mr. Poole explained the advantage of such a method permits great in-

(Continued on page 61)

RCA CAMPAIGN

Byoir in Preliminary Study

CARL BYOIR ASSOCIATES, public relations firm retained by RCA [CLOSED CIRCUIT, Oct. 23], last week was starting preliminary work on a campaign to get RCA's attitudes on color television across to the public.

The nature of the campaign will hinge to a large extent, it was believed, on the outcome of the federal court hearing on RCA's injunction suit against the FCC's decision adopting CBS color standards (see story this issue).

At week's end a Byoir executive said his firm had so far been engaged only in informing itself on the general problem of color TV and RCA's position. He did not expect that a campaign could be designed before considerably more preparatory work was done.

A report that RCA had earmarked $500,000 a year as a fee for the Byoir company was described as "ridiculous" by the Byoir executive.

AT ABC's *Billy Rose Show* opener (l to r): Seated, N. R. Van Derzee, v.p. sales, and A. E. Bareit, pres.-gen. mgr., Hudson Motor Car; Willard S. French, pres., Brooke, Smith & Dorrance; standing, George R. Browder, Hudson adv.-merchandising dir.; John H. Norton, ABC v.p.

PHILO FARNSWORTH (r), noted television and radio inventor, is the featured guest on KPIX (TV) San Francisco's *Del Courtney Show*. Conducting the interview is Philip G. Lasky, KPIX's vice president and general manager.

INDIAN MAID, singer Gloria Van on the *Wayne King Show* via NBC-TV, explains the history of "Injun Summer," the theme of a recent program, to Wesley I. Nunn, advertising manager of Standard Oil of Indiana, sponsor of show.

PRE-TELECAST debut of ABC's *Life With Linkletter* Oct. 6 finds parley by (l to r) James Stirton, sales mgr., ABC Central Div.; Ward H. Patton, sales v. p., Green Giant Co., sponsor; William Weddell, radio-TV v.p., Leo Burnett agency, Chicago.

CBS-TV's *Star of the Family* premiere celebrated at Stork Club luncheon by Morton Downey, star, at the piano. Harmonizing are (l to r) H. W. Newell, partner, Geyer, Newell & Ganger, and J. C. Bonning, Kelvinator (sponsor) advertising sales promotion mgr.

KLAUS LANDSBERG, KTLA (TV) Hollywood gen. mgr., assists on marquee of new KTLA Studio Theatre, formerly Melvan Theatre in Los Angeles. House, leased by station, seats 1,000, located at Melrose and Van Ness Aves.

VYING for Miss Television of 1950, Shelia Jackson, bones up TV facts with aid of Raytheon whom she represents in contest. Award to be made at Chicago's Coliseum. Miss Jackson started new TV show Oct. 1.

XUM

STATION LOSSES

$25.1 Million in '49

THE 97 TV stations on the air last year showed an aggregated loss of $25.1 million, 45.2% of their combined capital investment of $55.9 million, J. R. Poppele, president of Television Broadcasters Assn., stated Thursday. These figures, which came from an analysis of data on file with the FCC, were made public together with the announcement of a special committee of television broadcasters to study the probable effects of an excess profits tax on TV broadcasters, should Congress vote such a measure at its forthcoming session.

Committee Members

Representing broadcasters from all sections of the country and including non-members as well as members of TBA, the committee comprises:

John A. Kennedy, WSAZ-TV Huntington, W. Va., acting chairman; Richard A. Borel, WBNS-TV Columbus, Ohio; George B. Storer, WSPD-TV Toledo; Jack A. Gross, KFMB-TV San Diego; Herbert Levy, WAAM (TV) Baltimore.

Noting that from 1946 to 1949 the number of commercial TV stations in the country grew from 8 to 97, including 13 stations owned by the four networks, Mr. Poppele stated:

"During these four years, television broadcasting was in the pioneer or experimental stage. In recognition of this fact, the FCC, as a condition of securing a television license, required the applicant to demonstrate that it had made provision, and was financially able and willing to invest, not only the amount of capital required to build and operate the station, but also to take care of the inevitable deficits that the station would suffer for an extended period, which was estimated by the FCC to be for as long as five years after the station began operations.

"That the policy of the Commission was correct and sound," Mr. Poppele observed, "is demonstrated by the fact that in 1949 (when, as of Dec. 31, the average period during which the 97 stations then doing business were in commercial operation for only 15.48 months) a staggering proportion of the capital invested by them was lost in operation."

Analysis of FCC figures as of Dec. 31, 1949, the TBA president said, show: "The four networks with their 13 stations had an aggregate loss of $11.7 million, 61.3% of their aggregate capital investment of $19.1 million at cost; the 84 independent stations had a combined loss of $13.6 million, 36.9% of their combined capital investment of $36.8 million; all 97 stations had a combined loss of $25.1 million, 45.2% of their aggregate capital investment of $55.9 million."

"It can be seen," Mr. Poppele concluded, "that for some years, or at least for a lengthy period, an excess profits tax would wipe out any possibility of getting back losses that the pioneer television stations have encountered, and of getting any earnings for those stations at all."

NETWORK GROSS

Billings Still Surge PIB Figures Show

GROSS TV network billings for the cumulative months, January-August, continued to show a tremendous gain over the same period in 1949, with the 1950 totals as $20,880,815 compared to last year's cumulative, $6,495,346. September network sales of $3,516,897 showed the same jump over September 1949's $989,054 worth of gross network time sales.

NBC led all other networks (DuMont figures not available) with total billings of $2,145,554 for September and the first nine months of $11,830,309. Second place CBS sold $888,431 worth of gross time in September and $6,164,692 during the January-August period.

* * *

	Sept. 50	Sept. 49	9 months 50	9 months 49
ABC	$482,912	$155,480	$ 2,885,814	$ 740,795
CBS	888,431	271,938	6,164,692	1,609,718
DuMont TV	(not available)	91,556	(not available)	644,197
NBC	2,145,554	470,080	11,830,309	3,500,636
Total	$3,516,897	$989,054	$20,880,815	$6,495,346

KMBC TV PLANS

Would Operate With 50 kw

KMBC Kansas City is ready to begin building "one of the most powerful television stations in America" as soon as FCC "is in a position to approve our application," Arthur B. Church, president, Midland Broadcasting Co., which operates KMBC and KFRM Concordia, Mo., said last Wednesday.

On Oct. 23, Mr. Church pointed out, Kansas City's City Council approved a rezoning ordinance to permit the station to erect a 1,000-ft. tower and other TV facilities at 23d and Topping Sts.

Mr. Church revealed a modified TV application will be filed with the FCC requesting an effective radiating power of 50 kw for the proposed TV station. Meanwhile, he said, Midland will move its operations into a new radio and television center at 11th and Central Sts. "early in 1951." Renovation of the building underway for several months, is nearly completed, and delivery of modern broadcast studio equipment is expected by December, he said.

L&M TOP BUYER

In PIB Aug. Network Report

LIGGETT & MYERS Tobacco Co. gained leadership over all network TV advertisers during August by spending $187,750 in gross billing, according to report by Publishers Information Bureau released to BROADCASTING last week. (DuMont figures not available.)

The tobacco firm replaced July's leader, Anchor-Hocking Glass Corp., which dropped to second place with expenditures of $131,545. Third top TV advertiser was another cigarette manufacturer, R. J. Reynolds Tobacco Co. who spent $103,940 while National Dairy Products purchased $100,583 worth of network time to run fourth. Ford Motor Co. spent $95,578 to buy time over the TV networks and ranked fifth.

The food producers jumped to first place in listing by product group advertisers by spending $392,437 for network time, replacing for the first time the tobacco manufacturers who fell to second rank in purchases of $383,160. The toilet goods group retained their third ranking position and bought $248,260, while fourth and fifth respectively were the automotive and industrial materials groups.

* * *

GROSS TV NETWORK* BILLINGS BY PRODUCT GROUPS FOR AUG. AND JAN.-AUG. 1950

Product Group	August	Jan.-Aug. 1950
Apparel, Footwear & Access.	$56,148	$ 408,891
Automotive, Automotive Equip. & Supplies	226,473	2,600,386
Beer, Wine & Liquor	47,170	732,353
Confectionery & Soft Drinks	86,206	700,487
Consumer Services	41,975	152,630
Food & Food Products	392,437	2,593,304
Gasoline, Oil & Other Fuels	33,960	638,190
Horticulture	.....	1,140
Household Equip. & Supplies	25,290	934,808
Household Furnishings	59,857	1,051,376
Industrial Materials	131,545	345,037
Jewelry, Optical Goods & Cameras	.....	43,296
Publishing & Media	7,454	152,401
Radios, TV Sets, Phonographs, Musical Instruments & Access.	71,786	1,625,968
Retail & Mail Order	3,390	5,021
Smoking Materials	383,160	3,309,833
Soaps, Cleansers & Polishes	11,580	210,870
Toiletries & Toilet Goods	248,620	1,600,633
Miscellaneous	.....	99,724
Total	$1,853,911	$17,355,608

* DuMont figures not available.

Smoking Materials Lead

The cumulative period, Jan.-Aug., 1950, saw a different product leader since smoking materials ranked first by buying $3,309,833 in gross TV network time. The automobile manufacturers invested $2,600,386 to place second, and third position was taken by the food producers who spent $2,593,304. The radio and TV set companies were fourth, and toiletries and toilet goods group, fifth.

* * *

TOP TEN LEADING TV NETWORK ADVERTISERS IN AUGUST 1950

1. Liggett & Myers Tobacco Co.	$187,750
2. Anchor-Hocking Glass Corp.	131,545
3. R. J. Reynolds Tobacco Co.	103,940
4. National Dairy Products	100,583
5. Ford Motor Co.	95,578
6. Bristol-Myers	68,525
7. Stokely Van-Camp Inc.	65,840
8. Mohawk Carpet Mills Inc.	59,857
9. General Foods	56,210
10. Mars Inc.	54,886

Bridgeport UHF

(Continued from page 59)

creases in power to be incorporated, as new amplification stages are developed, without altering the modulator.

Mr. Poole stated he recently inspected a high-power Klystron tube, developed by a western manufacturer for the National Bureau of Standards, which will deliver 5 kw at 1000 mc. He indicated if a pair of such Klystrons were used in his transmitter he believed he could obtain 200 kw ERP on UHF at the present time.

William B. Lodge, vice president in charge of general engineering for CBS, on Wednesday outlined brief comments supplementing the network's September 1949 presentation respecting the FCC proposals. He stated CBS "supports the policy of establishing a master allocation plan" because the network believes "it will lead to a more orderly allocation," it will make "more efficient use of the limited number of channels" and it will "leave the door open to later construction" of TV stations in smaller communities.

Although generally supporting FCC's 220 mile co-channel separation proposal, Mr. Lodge strongly urged the Commission to "reconsider" this policy and encourage closer spacing in some specific "tight" areas such as Pittsburgh-Columbus (170 miles) and Philadelphia-Albany (200 miles) as it has in the New York-Boston case (190 miles).

In stating CBS "endorses the opening of the UHF band for assignment to commercial television stations," Mr. Lodge recalled the network in 1946-47 "pioneered the use of UHF frequencies" through extensive tests in the New York area. He stated CBS' equipment and field tests in UHF have cost in excess of $400,000, totally aside from all color TV experimentation.

'Real Public Service'

"The CBS field tests in New York City and the results of other more recent experiments indicate that UHF television stations are capable of rendering a real public service," Mr. Lodge stated, "but our present limited experience" indicates that stations assigned to these frequencies:

1. Should be expected to compete most effectively with other UHF stations in the same area. 2. Should utilize transmitter power of 5 kw or more (ERP in excess of 50 kw). 3. Should be located in the smaller metropolitan areas which will not require that reliable service be given to distant concentrations of population.

On the question of VHF-UHF intermixing, Mr. Lodge said CBS believes for best TV growth such mixing in individual communities should be avoided wherever possible. "In cases where three or more VHF assignments cannot be made," he stated, the Commission may find that UHF channels should be used exclusively." In the long run he considered this would produce a "sounder foundation for competitive nationwide television."

CBS generally supports the FCC priority system of allocation, Mr. Lodge asserted, but suggested the priorities be applied "in a flexible manner."

Mr. Lodge noted TV has made rapid progress with relatively low transmitter powers despite the fact such low power shifts much of the burden of getting good reception to the TV receiver. This in part initiated his recommendation that metropolitan stations use peak visual ERP up to 100 kw for any antenna height up to 2,000 ft. above average terrain.

He observed the Ad Hoc Committee report showed a transmitting antenna may be increased from 500 ft. to 1,000 ft. without increasing the interfering signal (troposphere) at distances greater than 130 miles. Similarly, increasing the height to 2,000 ft. produces no increase in interference beyond 180 miles.

However, Mr. Lodge pointed out the effect on service signal is quite different, pushing the station's useful coverage area out to more than 60 miles in the case of boosting the antenna to 2,000 ft. He said this illustration raised the service signal by about 9 db, being equivalent to an 8-to-1 power increase if the antenna were kept at 500 ft. Unlike such a power increase, he explained, long-range tropospheric transmission is not increased beyond 180 miles.

Modify Adjacent Spacing

Although the increased antenna height would not require any change in co-channel spacing, recommendation for 75-mile adjacent-channel separation in lieu of FCC's proposed 110-mile separation was made by Mr. Lodge. Hence no adjacent-channel interference ratio would need to be included in FCC rules and standards and no provisions would have to be made for computation of adjacent-channel interference areas. The reasons he cited for so treating adjacent-channel separation are:

1. Practical reception conditions show 75-mile adjacent-channel separation is workable and "satisfactory reception conditions" exist. Fringe area set owners usually have directive arrays and can pick either station. 2. It avoids danger that theoretically-calculated adjacent-channel interference could be used to justify destruction of service by a change in co-channel assignments. 3. It would avoid inequitable treatment of stations in the same city in cases where Priority 1 or 3 might prevent a power increase by one station after a competitor had been allowed to boost power. 4. It would permit expansion of service into areas which could be deprived of service under the proposed standards relating to adjacent-channel interference.

Mr. Lodge saw no encouragement to universal set manufacture through VHF-UHF intermixture policy.

He considered tests to date on Stratovision have been "discouraging," recounting personal experience he had had viewing airborne transmitter signals on his own set.

ABC's comments on the FCC proposals were presented Thursday by Frank G. Kear, consulting engineer. He stated ABC supports the principle in FCC's proposed standards "wherein the spacing of co-channel stations is increased to the point where service is provided by stations more nearly to distances limited only by terrain and noise factors."

"The use of this principle of allocation will permit at a later date, when it is possible to produce sufficiently high radiated fields, the establishment of a service field in-

(Continued on page 65)

Television Set Ownership Reaches New High

According to the latest distributors' figures, there are now more than 54,000 television sets in Memphis and the WMCT exclusive coverage area. This, coupled with the fact that WMCT is the *first* and *only* television station in Memphis, assures a television audience of more than 200,000 people!

Top Network Shows from NBC, CBS, ABC and Dumont

Since last March, WMCT has been serving this extensive Memphis and the Mid-South audience with top NBC network shows, *direct over the cable* from Radio City and other metropolitan centers . . . plus select CBS, ABC and Dumont shows.

Top Market — Memphis Now 26th City in the Nation

According to the preliminary 1950 Census, Memphis population today is 394,025 . . . an increase in the last ten years of 101,783. This represents a growth of 34.8% over the 1940 Census figures. Today, Memphis is larger than Atlanta, Georgia, than Louisville, Kentucky, than Portland, Oregon, than Columbus, Ohio.

A top market, a top station, a top advertising buy for your dollar . . . that's WMCT, Memphis.

WMCT television

WMC • WMCF • WMCT National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT

Take a CLOSE Look
at the
"SET STORY"
in INDIANAPOLIS!

Everybody is Looking
at
WFBM-TV
"First in Indiana"

•

Look . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Look again . . . .

TODAY there are
80,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV
Channel
6
"First in Indiana"

telestatus

Nationwide Viewing Survey Conducted by ARB

(Report 135)

A VIEWING audience of 16,310,000 watched *Texaco Star Theatre* on NBC-TV Oct. 5, topping all television programs for the week, according to the first analysis of nationwide video viewing in terms of popularity, number of homes tuned and viewers-per-set, conducted by American Research Bureau.

Second TV program in terms of size-of-audience is *Toast of the Town* on CBS, according to the ARB survey, with 12,236,000 viewers. Third place in size-of-audience goes to *Philco Playhouse* on NBC, with 7,890,000 viewers. *Arthur Godfrey's Talent Scouts* on CBS has an audience of 7,492,000 and is followed closely by *Your Show of Shows* on NBC, with a peak audience of 7,440,000.

This nationwide survey shows comparative data for the 1950 autumn season. It reflects Sept. 30 extension of AT&T relay facilities into a number of television cities, being based on the Oct. 1-7 week.

The ARB breakdown shows composition of the audience in terms of men, women and children on a percentage basis. This percentage can be applied to total audience figures to show the number of men, women and children listening to each program, according to James W. Seiler, ARB director.

Busiest of all television periods is 8-9 p.m. Sunday when the *Toast of the Town* audience of 12,236,000 is augmented by another 7,252,000 viewers who watch the NBC *Comedy Hour*, according to the Oct. 1 compilation, adding up to a total 8-9 p.m. Sunday evening audience of 19,488,000 persons for the two programs.

The number of viewers-per-set on Saturday and Sunday is higher, on the average, by nearly a whole person, according to ARB.

Four programs top the list in terms of viewers-per-set, three of them coming on Sunday. Highest viewing level goes to *The Aldrich Family* on NBC, Sunday, 7:30-8 p.m., with 3.9 viewers-per-set. Right behind with 3.8 viewers-per-set are three programs tied for second place. They are *Toast of the Town*, on CBS; *Country Style*, on DuMont, Saturday 7:30-8:30 p.m., and *Gene Autry*, CBS, Sunday, 7-7:30 p.m.

Adults Like Kid Shows

The ARB formula shows that a number of television programs of interest to children are also popular with adults. *Kukla, Fran & Ollie*, on NBC five-weekly, 7-7:30 p.m., has an average audience of 56% adults and 44% children.

Hopalong Cassidy, ranking second in popularity with a 47 rating, has an audience of 64% adults and 36% children. It is heard on NBC Sunday, 6-7 p.m. *Super Circus*, on ABC Sunday, 5-6 p.m., has a 63% adult audience. On the other hand *Howdy Doody* on NBC, 5:30-6 p.m. five evenings a week, has only an 18% adult audience and *Lucky Pup* on CBS five-weekly 5-5:15 p.m., has only 26% adults.

Popularity ratings of ARB, based only on cities in which the program is seen, show *Texaco Star Theatre* in first place with 57.1 and 57.8 ratings for the first and second half-hours. List of first 15 programs, in terms of popularity rather than size of audience, follows:

Texaco Star Theatre	NBC	57.5
Hopalong Cassidy	NBC	47.
Toast of the Town	CBS	44.2
Godfrey's Talent Scouts	CBS	45.
Fireside Theatre	NBC	39.
Philco TV Playhouse	NBC	31.9
Your Show of Shows	NBC	31.0
Stop the Music	ABC	29.0
This Is Show Business	CBS	29.5
Studio One	CBS	28.8
Big Town	CBS	27.8
Jack Carter Show	NBC	27.5
Kraft TV Theatre	NBC	27.3
Original Amateur Hour	NBC	26.9
Shubert Musical Comedy	NBC	24.

Heretofore ARB operated television surveys only in New York, Chicago, Philadelphia, Cleveland, Baltimore and Washington. The studies are conducted on a monthly basis. In addition, ARB conducts aural surveys in Baltimore and Washington.

The TV figures apply only to TV homes, each diary home having a TV set. All networks but DuMont are subscribers to the ARB service.

An element in the October figures is unusual TV interest in cities connected to the AT&T network for the first time just prior to the survey. This was not be-

(Continued on page 69)

Weekly Television Summary— October 30, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	19,380
Atlanta	WAGA-TV, WSB-TV	57,600
Baltimore	WAAM, WBAL-TV, WMAR-TV	22,,186
Binghamton	WNBF-TV	24,650
Birmingham	WAFM-TV, WBRC-TV	23,500
Bloomington	WTTV	10,600
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	134,667
Charlotte	WBTV	32,358
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	627,881
Cincinnati	WCPO-TV, WKRC-TV, WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	45,541
Huntington-Charleston	WSAZ-TV	26,383
Indianapolis	WFBM-TV	80,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	52,399
Memphis	WMCT	54,593
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	48,203
Omaha	KMTV, WOW-TV	41,154
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	600,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	152,000
Portland, Ore.	.....	978
Providence	WJAR-TV	42,534
Richmond	WTVR	86,880
Rochester	WHAM-TV	51,088
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,409
San Antonio	KEYL, WOAI-TV	30,675
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	55,000
Tulsa	KOTV	40,160
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas. Total Markets on Air 63 Stations on Air 107 Sets in Use 8,333,726

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate. Sets in Use 8,333,726

Teevy's got glammer-...Dammer!

What looks! Whatta line! Teevy's a better draw than free licker! Ties up traffic every time she shows!

Teevy is so terrific that many of her admirers overlook the sordid fact that she is supposed to do more than please people. Unless the gal starts moving merchandise over the counter for cash—she'll lose her job!

WPIX is proving that TV sells . . . the hard way—at retail. Low cost programs are making sales for everything from stockings to second hand Chevrolets, at low cost. We know—because many of the orders come direct to us, by mail and phone.

WPIX in its two years of operation has built and held regular audiences with news, sports, movies, public service and information features as well as entertainment . . . has proven low cost programs which acquaint prospects with the advantages of advertised items, and vice versa—and are making sales at lower cost than other media.

This station commands the world's richest metropolitan market with the highest set coverage—more than 1,500,000 TV receivers among four million families. And WPIX is the best place for the national advertiser to learn how to use TV economically and profitably.

Ask any WPIX representative to show you the record of sales results . . . WPIX, the New York News station, 220 East 42nd St., New York City . . . MU 2-1234.

WPIX – metropolitan showcase

BETWEEN COMMERCIALS

BY KAY MULVILHILL

• **President Truman was seen on Northern California television screens for the first time last week, via a pool telecast from the War Memorial Opera House in San Francisco. The President's speech, which was microwaved to Los Angeles stations by KPIX, followed his Pacific parley with General Douglas MacArthur.**

KPIX director, Forrester Mashbir, is receiving added acclaim for his superb work on the Truman telecast and recent Cal-Penn game—relayed to Southern California.

Marjorie Trumbull's Celebrity Sessions from the world famed Top of the Mark, which goes into its 10th year on KSFO, continues to attract the top-flight personalities-about-town for informative and entertaining interviews.

Wrestling fans now have a ringside seat, Tuesdays at 8:00 PM. when KPIX brings the local grunt and groan artists to the screens direct from Winterland Auditorium. Holds and falls are called by Bill Guyman.

Vice president and general manager, Phil Lasky has added to his active schedule the post of President for the S.F. Chapter of the Academy of Television Arts and Sciences.

IN THE AIR: New addition to KSFO disc shows is "Sophisticated Jazz" with Jimmy Wyatt, now being aired five days a week . . . Still surpassing all others on TV with his up-to-the-minute news commentaries and analysis is KPIX's William Winter . . . with KSFO newscasters Bob Colvig and Herb Kennedy doing likewise on AM . . .

STATISTICS: TV set sales in the Bay Area have now passed the 100,000 mark.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

HAVANA TV DAY

URT Is Cuba's First Outlet

TUESDAY was TV Day in Havana when Union Radio Television S. A. officially opened Cuba's first video station at 1 p.m., with a remote telecast from the Presidential Palace, where Cuban President Carlos Prio Socarras made his television debut in a speech welcoming television to the island.

The Havana populace, in a less official but possibly more significant welcome to visual broadcasting, blocked traffic in front of the radio dealers' stores with working TV sets in their windows and jammed by the hundreds into URT headquarters and the adjoining courtyard where sets had been installed, to get a glimpse of this new radio art.

Distributors reported more than 2,000 sets sold before the inaugural and estimated that at least 5,000 will be installed in Cuban homes by the end of the year.

Showing no traces of the traditional Latin languor but exerting an effort that would be remarkable even in the U. S., the URT management had a test pattern on the air Oct. 14, two months to the day after the first shipment of RCA transmitting equipment had arrived in Havana. Program transmissions were begun on Oct. 24, utilizing a temporary antenna pending delivery of a Blaw-Knox tower and an RCA three-bay turnstile antenna, both specially designed to withstand winds of better than 200 miles per hour.

Jose A. Mestre Jr., president of Union Radio Television, estimated the cost of getting the station on the air at about $500,000, including some $350,000 for transmitting equipment. Studios are located presently in a reconverted mansion, former home of Gaspar Pumarejo, general director of URT and head of the station's news and announcing staff. Work will start next month on a modern TV studio building to adjoin the present one. The new TV building will be a six-story structure, with two large two-story audience studios plus a number of smaller studios, shops and storage space, offices, etc., topped with the permanent 200-ft. transmitting antenna structure.

Sports and News Accent

Programming of CMUR-TV (official call but rarely used, the station identifying itself as Union Radio Television in the Cuban fashion) will major in sports and news, which experience has shown to be most popular with the Cuban public, Mr. Mestre said. URT has just negotiated for exclusive TV rights to the baseball games played nightly in Havana, spending $30,000 for these rights in addition to the $175,000 Union Radio pays for radio rights to baseball for its AM network of 14 stations across the island.

TV programming will be concentrated in the evening hours for the present, Mr. Mestre said. URT is fortunate, he said, in having as its chief commentator, Pardo Llada, one of Cuba's foremost radio personalities who is now a member of the republic's Congress.

Using its mobile TV unit, the station will present sports the year round. For its local news coverage CMUR-TV has installed a Houston developer which can process the films made by its news film crew in a matter of minutes. Foreign news is provided by Tele-News Film Service.

A full commercial operation in the U. S. pattern, CMUR-TV had commercials for two products, Cristal beer and Competitora cigarettes, on the air its opening day, and anticipates many more sponsors in the near future.

Board of Union Radio Television, in addition to Mr. Mestre and Mr. Pumarejo, comprises:

Jose A. Mestre Sr., secretary; Alvarao Mendenez, treasurer; Benjamin Mendenez, vice president; Jose Lopez, vice treasurer. Station's executive staff also includes Alberto Mestre and Larry Barquin, chief engineers; Meias Cuqui Ponce de Leon, program director; Francois Baquer, advertising and public relations director; Antonio Joffre, sales manager.

Negotiations with U. S. advertisers and agencies are handled by Irving Later, who has offices at 65 W. 54th St., New York.

Second Station Plans

With CMUR-TV barely under way, URT already is planning a second TV station in Santa Clara, some 300 miles from Havana, the two cities to be connected with a microwave relay which URT also will construct.

In Havana, CMUR-TV soon will have competition from CMQ, key station of another Cuban radio network, which has its studio-transmitter building under construction adjoining the CMQ headquarters in Havana's Radio Centre, and hopes to begin TV programming about the first of the year. CMQ is headed by Goare Mestre (no relation to the CMUR-TV Mestres), who plans an elaborate schedule of studio dramatic and variety programs in competition with the sports-news programming of CMUR-TV.

Avando Trinidad, operator of a third Cuban radio network, RHC, last week introduced the color-versus-black-and-white TV argument to Cuba in a broadcast warning listeners not to become too deeply infatuated with monochrome pictorial broadcasts as RHC is planning to introduce color telecasting to the island within the coming year.

Installation of the CMUR-TV equipment has been supervised by William Cothron, RCA engineer, who will stay at the station for several weeks more to instruct the technical staff in operation and maintenance of the equipment.

TV SCHOOL

WWJ-TV-Michigan U. Project Starts Nov. 5

OFFICIAL start of the joint U. of Michigan and WWJ-TV Detroit entrance into adult education via television [TELECASTING, Aug. 7] is set for Nov. 5, the university announced last Tuesday.

The home study by video project will offer a 14-week science course, "Man in His World—Human Biology," and a seven-week course in "Living in the Later Years," each course to run for 20 minutes on the *U. of Michigan Television Hour*, telecast 1-2 p.m.

A third section of the telecast, completing the scheduled hour-long program, will be devoted to a "teletour," interpreting the function and scope of activities at the university, it was explained.

Supplementary written material and reading lists will be sent students registering for the course through Michigan's Extension Service. Fee for the 14-week study is $2, for the 7-week course, $1. Examinations will be sent students at the end of each course with certificates awarded those completing the work. However, any viewer may participate without registration.

Alexander G. Ruthven, president of the university, will introduce the first program. At the end of the "Living in the Later Years" course (dealing with need and ability of older people to assume responsibilities in society and emphasizing hobbies and crafts) a study of photography will be offered on Jan. 7, it was announced.

Program's first "teletour" will take viewers on campus to see the use researchers make of rare original historical documents. Later tours are planned to visit a painting exhibit, speech clinic, cyclotron and synchroton atom-smashers and other laboratories and museums on campus.

Visual approach will be stressed and lecturing kept to a minimum, according to Garnet R. Garrison, professor of speech and director of television at the university. Prof. Garrison will arrange and direct all of the work on campus.

Courses will be telecast to an estimated 3 million televiewers in the area from WWJ-TV studios under the direction of Walter Koste, with the initial "teletour" handled by remote, it was noted.

Assisting Prof. Garrison are Hazen Schumacker, production assistant; Robert Newman, script editor, and Leo Teholiz, art assistant, all graduate students.

Bridgeport UHF

(Continued from page 61)

tensity of magnitude which will tend to eliminate the location factor," Mr. Kear stated. He noted if service at the present time were to be limited by co-channel interference, "an improvement of this nature would not be possible."

He said ABC also supports FCC's proposal to permit use of higher values of field intensities (higher power) immediately, "thereby facilitating the delivery of more adequate technical service."

ABC also supports the proposal of FCC to utilize offset carrier operation and directional antennas for improving service, Mr. Kear stated. He explained, however, that because of poor offset carrier stability over extended periods at the present stage of the art, such a method should not be used as a means to decrease co-channel separation between stations. Similarly he considered directional arrays should not be used to reduce separations.

Need for additional VHF propagation data was realized by Mr. Kear. He stated ABC proposes to cooperate in taking data from the new Empire State Bldg. location.

Questioned about intermixing VHF and UHF channels, Mr. Kear stated ABC has noted both good and bad effects could result and has not yet reached any final conclusion. He contended, however, that if UHF ever wants to stay in a competitive field, it will have to offer programs as good as its competitors.

Following the ABC testimony were presentations by James C. McNary, Washington consulting engineer, and Dana A. Griffin, president of Communication Measurements Lab Inc., New York. Mr. McNary exhibited charts of studies made of UHF coverage in Pennsylvania. He represented WEST Easton and experimental station KG2XAZ, WKBO Harrisburg and KG2XAX, and WRAW Reading and KG2XAY.

Mr. Griffin, who stated his firm still is in opposition to the FCC allocation plan, reaffirmed the company's petition filed a year ago. He was scheduled to continue on Friday.

NEW YORK STATE

Number of Channels Proposed

City	VHF FCC	VHF DuM	UHF FCC	UHF DuM	Total FCC	Total DuM
New York	7	7	..	..	7	7
Buffalo-Niagara Falls	3	4	1	..	4	4
Albany-Schenectady-Troy	1	5	2	..	3	5
Rochester	1	4	3	..	4	4
Syracuse	3	..	..	4	3	4
Utica-Rome	1	..	1	4	2	4
Binghamton	1	..	2	4	3	4

NEW ENGLAND

Number of Channels Proposed

City & State	VHF FCC	VHF DuM	UHF FCC	UHF DuM	Total FCC	Total DuM
Boston, Mass	4	7	..	..	4	7
Providence, R. I.	1	..	2	4	3	4

NEW ENGLAND (Cont.)

Number of Channels Proposed

City & State	VHF FCC	VHF DuM	UHF FCC	UHF DuM	Total FCC	Total DuM
Hartford-New Britain, Conn.	..	..	3	4	3	4
New Haven, Conn.	1	..	2	..	3	..
		.. *		3*		3*
Waterbury, Conn.	..	..	2	..	2	..
Worcester, Mass.	..	..	2	4	2	4
Bridgeport, Conn.	..	..	2	3	2	3
Springfield-Holyoke, Mass.	..	..	2	4	2	4
Fall River-New Bedford, Mass.	..	..	3	4	3	4
Lowell-Lawrence-Haverhill, Mass.	..	..	2	4	2	4
Portland, Maine	2	..	..	4	2	4
Manchester, N. H.	1	..	1	2	2	2

* DuMont proposal combines areas of New Haven and Waterbury for coverage purposes.

TVA STRIKE POWER

Chicago Group Backs Board

CHICAGO members of Television Authority Tuesday unanimously passed a resolution empowering the TVA board "to use its own discretion in the calling of a strike" against the networks. Move followed a similar resolution passed by some 1,000 TVA members in New York the preceding Friday. Western zone members were scheduled to vote on the same matter in a meeting at Los Angeles Friday afternoon.

Network negotiations have concerned live and kinescope originations of network shows from New York, Chicago and Los Angeles. Screen Actors Guild and Television Authority have been involved in a jurisdictional dispute over film shows on TV, which is expected to be resolved by the National Labor Relations Board some time in the future.

Resolution was passed by all but four of 1,000 members attending the New York meeting. TVA membership is comprised of cardholders in American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA), American Guild of Music Artists (AGMA), Actors Equity and Chorus Equity.

COLOR METER

RCA Develops Instrument

DEVELOPMENT of a "tristimulus photometer" to measure color coming from a direct light source was announced last week by George C. Sziklai, RCA Labs physicist.

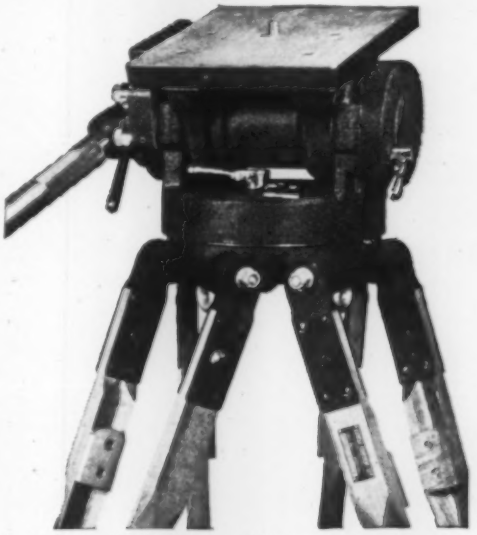
The new instrument was designed to "provide a laboratory and studio check on the faithfulness of color reproduction in color television," RCA announced.

Mr. Sziklai described the instrument at the annual meeting of the American Optical Society at Cleveland Oct. 26. He said the instrument simultaneously determines the relative strength of the three basic color components in a light source and gives a quick reading.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER

CAMERA EQUIPMENT CO.

1600 BROADWAY NEW YORK CITY

Color Furore

(Continued from page 57)

with early returns indicating 70% "can take or leave" color TV (story page 68).

● CBS made plans to start colorcasting in New York perhaps as early as Nov. 7.

● Television Equipment Corp., New York, announced its color television adapter, permitting reception of color telecasts in black-and-white, will go on the market Nov. 10 at a retail price of $12.95, and that it would market a converter later, probably before the end of the year.

Speaking Sunday evening (Oct. 22) in answer to CBS President Stanton's speech a week earlier, RTMA President Sprague assured CBS network listeners that "present black-and-white television sets are a better investment today than ever before," and that the only "clear answer" on color is "a fully electronic, compatible color system" [BROADCASTING, Oct. 23].

As a representative of manufacturers—which, he noted, include neither CBS nor FCC—Mr. Sprague said it is "a fair assumption that only a very small percentage of present TV set owners will buy adapters and converters — even when they are freely available—and then only when the popular programs are broadcast in color during the more favorable viewing hours."

"Such scheduling of color broadcasts in unlikely," he continued, "until a substantial viewing audience, equipped with color converters-adapters, is available."

He denied that manufacturers are trying to make the public believe its investment in black-and-white sets is about to be wiped out, but conceded "that the manufacturers could not believe—until it actually happened—that the FCC would approve a non-compatible color system."

"They believed—and still believe—that the action was unwise," Mr. Sprague asserted.

Reasons for Delay

"But that isn't the only reason equipment isn't ready," he said, noting that "even minor changes" in TV sets take six months to make and that "basic changes take much longer," aside from "the increasing load which national defense requirements are placing upon the industry's engineering and production talent."

"The right kind of color television system simply isn't here yet," he declared, pointing out that "many of the industry's leading engineers and scientists" have been working on a compatible system for many months and "are entirely confident [it] can be commercially developed in the relatively near future."

He said the CBS system "produces a picture in satisfactory color" but has "these definite limitations":

(1) Picture size is limited by the color wheel to 12½ inches; (2) the color wheel "in my opinion will never be acceptable to the majority of set owners"; (3) the system's incompatibility will restrict programs, "for some time to come," to "off hours and the less popular entertainment"; (4) litigation has been started "and it will probably be some time before we definitely know when or whether the CBS color system will actually be broadcast commercially."

He assured his audience that they "can buy black-and-white sets now, with confidence that they will continue to receive these programs for many years to come."

In New York, commenting on Mr. Sprague's speech, CBS President Stanton accused RTMA of "bad faith . . . in violating its sworn commitment before the FCC."

He said a former RTMA president—R. C. Cosgrove—in testifying before the FCC on May 5, 1950, had said ". . . the association would certainly go along with any decision of the Commission, obviously."

Mr. Stanton asserted that the "RTMA has created a million dollar slush fund to attack the Commission decision, and Mr. Sprague's broadcast is part of that attack."

He said the RTMA attack hinged on the theory that a compatible color system can be developed soon. "This argument," said Mr. Stanton, "has been refuted by repeated failures to fulfill similar promises in the past."

Mr. Stanton said CBS questioned "whether the RTMA really wants compatibility."

"We suggest that what it really wants is to hold back color," he said, "and that it is preserving the issue of compatibility only to achieve that delay. For if the members of RTMA really want compatibility, they have had, and now have, it in their power to give compatibilty to the public under the CBS system . . . To provide compatibility under the CBS system is easy, quick and inexpensive. The former president of RTMA—Mr. Sprague's predecessor — admitted this under oath a year ago.

"He testified that built-in compatibility for the CBS system is 'a very minor change.' He said that, 'the added time to include those parts in the set during production . . . would be a matter of minutes.' . . . RCA stated under oath that this built-in compatibility would add only seven to ten dollars to the retail price of its receivers."

Meanwhile, as the argument raged, CBS prepared to begin color telecasts possibly as early as Nov. 7 in New York.

The telecasts will be sustaining at least until Nov. 20, date the FCC set for the beginning of commercial color TV.

CBS was known to be arranging sites in which to present demonstrations of color for the public. At least one large public hall will be equipped with receivers for public showing of CBS color programs in New York.

Whether any of the color telecasts would be networked to other cities had not been decided last week.

After Nov. 20, barring a stay order from the courts—CBS will undertake fuller schedules of color telecasts, reaching 20 hours a week by Dec. 15. Under tentative assignment to color television is a half-hour strip between 6 and 8 p.m., another half-hour at 11:15 p.m. and an hour strip in the morning.

One of the first top-rate black-and-white shows to go on color television will be *Toast of the Town*. Some parts of that program will appear in colorcasts following the regularly scheduled black-and-white presentation of the program. The exact time at which the color repeat would be presented was not known, since the network has commercial commitments immediately following *Toast of the Town* on black-and-white.

Seek Color Sponsors

The network was known to be negotiating with several prospective sponsors for commercial colorcasts after Nov. 20. The sponsors were interested in capitalizing on the publicity values of underwriting pioneer color television, it was said.

Time rates that CBS was quoting for color commercials were said to be considerably under those for black-and-white.

Meanwhile it was announced that the last two films in the current production schedule of the *Gene Autry Show*, on CBS-TV Sunday, 7-7:30 p.m., would be made in color. These color programs will be telecast during the special CBS colorcast periods, with the regularly scheduled black-and-white presentations of the show unchanged.

Set manufacturers and merchandisers continued to take sides on the color issue.

Westinghouse, in a letter sent to distributors by Sales Manager J. F. Walsh of the Television-Radio

MAKING PLANS for a new hour-long program *Afternoon at Titche's* for Titche-Goettinger department store over WFAA-TV Dallas are (l to r): Bert Mitchell, WFAA-TV production man; Bill Mather, assistant advertising manager for the store, and Alex Keese, station's regional sales manager. Program will use store personnel in pointing out merchandise on shopping trips through the store.

Division, said Westinghouse black-and-white set buyers will get many times their money's worth in pleasure and entertainment "before any commercially acceptable system of color television is generally available."

"If and when color broadcasting reaches your market," Mr. Walsh continued, "Westinghouse will make available an adapter-converter package for installation on Westinghouse black-and-white television receivers enabling you to receive color broadcasts, using the FCC approved Columbia system.

"This adapter-converter package for Westinghouse black-and-white receivers will be announced as soon as possible, taking into consideration the availability of needed material."

Mr. Walsh emphasized that present Westinghouse sets are not obsolete but "will continue to render service on the present black-and-white standards and by using the adapter-converter referred to above, will offer all of the TV services currently available and authorized." He told distributors:

The important thing to emphasize to your dealers and their customers is that today television is the biggest bargain in entertainment history and to do without it because of something new that may come along later is like the man who for 25 years has waited for the latest model automobile—he's still walking!

Dynamic's Guarantee

Dynamic, operating 15 stores in Washington, D. C., New York, New Jersey, and Connecticut, placed advertisements announcing that "Dynamic guarantees to furnish you with a color converter and/or adapter as required, when they are available, at a price of $49.50 or less. This guarantee . . . applies to all the leading brands of television which we sell in our 15 stores."

Hallicrafters Co. attacked FCC and its color decision in full-page advertisements over the signature of President William J. Halligan. The ads bore the labels, "The Color Television Blunder" and "Five Men Against the American Way," and charged that "five members of the FCC have disregarded the unanimous opinion of the engineers of every major television manufacturer in ruling that the television industry must adopt a mechanical color system."

"The five who voted for color were led by a man of non-technical qualifications including relief administration and public office-holding, and three of the others have records far removed from the industry they are attempting to regulate," Hallicrafters continued.

The company said it "could not be more solidly opposed to the decision of the FCC," and that it feels, "along with the majority of television manufacturers, that a completely electronic color system, compatible with present black-and-white sets, will be developed in the future."

"For those who wish to experiment," the advertisement said, "Hallicrafters will make available a color attachment that will make color reception possible." All Hallicrafters sets now being produced, it was pointed out, "are equipped with a connector in the back making unnecessary any changes in the set in order to utilize any future anticipated developments in either mechanical or electronic color systems."

Motorola carried advertisements assuring the public that "now is the right time to buy television," and that "the sets you buy today can be converted . . . when you think there are enough color programs telecast in your community."

General Electric Co., in a letter from Vice President W. R. G. Baker to GE dealers, reiterated that "color television has not arrived and will not replace black-and-white broadcasting as a national service in the predictable future. We are continuing production of our present television sets. . . ."

Dr. Baker asserted that "statements have been made that certain make sets are readily convertible to color and that this can be done at nominal cost. We wish to announce that every General Electric set that has been manufactured to date, including those we are building today, also can be converted, but our electronics engineers, considered top-flight in the industry, are not ready to state that any set can be converted simply and at nominal cost.

"We firmly believe that few set owners will wish to convert until the quality and scope of color programs will, in entertainment value, justify the cost of conversion."

RCA reiterated its position in a letter sent to RCA distributors by Walter A. Buck, vice president and general manager of the RCA Victor Division.

Mr. Buck said "black-and-white television will remain the backbone of the industry for some years to come, with continued expansion and improvement of black-and-white program service.

"Regardless of outcome of current controversy and type of television broadcasting finally adopted, substantial color broadcasting is at least two years away for following reasons:

"First, public will be hesitant to install cumbersome, gadgety converters and adapters, because of expense involved, limited number of programs broadcast, and limited size and degraded quality of picture received. . . . Second, sponsors will be slow to incur heavy expense of color broadcasts for limited audience."

Mr. Buck reminded distributors that RCA is "working intensively" toward perfection of its all-electronic, compatible color system, with progress demonstrations scheduled in December.

Stromberg-Carlson Co. took full page newspaper ads in television markets to advise prospective set buyers they could buy present sets with confidence.

Stromberg-Carlson said that "for years to come" the "great programs on television will be in black-and-white," and that color at best would be a supplementary service.

"Some day color may also have a place in television programming, just as you now see some movies in color," Stromberg-Carlson's ads read. "If and when color telecasting becomes a factor in your community, this supplementary broadcasting service can be received in color by adding a suitable converter to current Stromberg-Carlson television models."

Elmer Roessner, in his syndicated "Business Today" newspaper column, said that "if the advent of color television has caused any family to postpone buying a receiver until the industry stops changing, it better give up hope of ever seeing television on its own set. . . . There are going to be changes, changes, and more changes. . . ."

upcoming

NAB District Meetings

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.

Oct. 30-Nov. 2: Theatre Owners of America Convention, Shamrock Hotel, Houston.

Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.

Nov. 9: Annual fall meeting Chesapeake AP Radio Assn., Emerson Hotel, Baltimore.

Nov. 9-10: Ohio Assn. of Broadcasters annual sales clinic, Neil House, Columbus.

Nov. 9-10: Sigma Delta Chi National Convention, Sans Souci Hotel, Miami Beach, Fla.

Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.

Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.

Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.

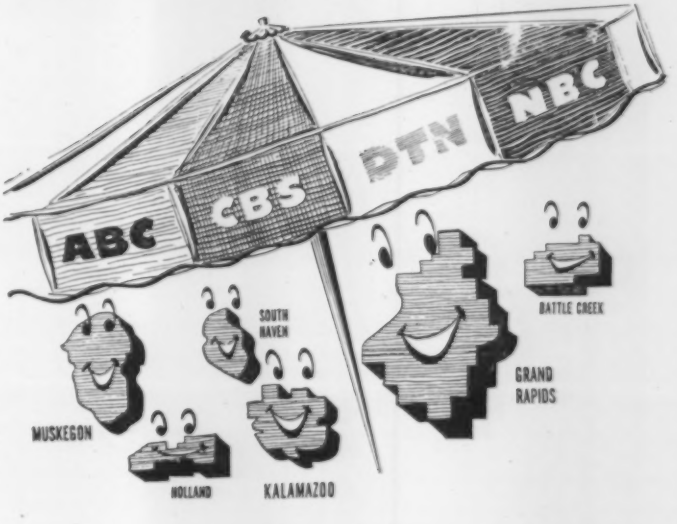
Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

Nov. 15-25: Inter-American Assn. of Broadcasters Second General Assembly, Sao Paulo, Brazil.

ARNA Names Group

ASSN. of Radio News Analysts has appointed H. V. Kaltenborn, Cecil Brown and Ned Calmer as a committee to determine the place of public service programs in television. Robert Trout, president of the association, in making the appointments explained, "the news commentators of the broadcasting industry are concerned that in the present wildfire development of television, programs telecast primarily in the public interest may be pushed into unfavorable time spots or even squeezed out of the television schedule entirely."

nothing but smiles under our umbrella!



WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

SIGHTMASTER

Sues CBS, Stanton On Color Issue

SIGHTMASTER Corp., television set manufacturer, last week sought an injunction and $750,000 damages in a suit charging CBS and Frank Stanton, CBS president, with issuing "false and fraudulent and disparaging" statements that present black-and-white sets are obsolete.

The suit was based on a speech made by Dr. Stanton over the CBS radio network a fortnight ago [TELECASTING, Oct. 23]. The effect of his speech, the complaint asserted, was to "cause the public, including particularly customers and potential customers of the plaintiff and other manufacturers so situated, to believe that the television sets . . . sold and distributed by the plaintiff were about to become obsolete unless equipped with (CBS) adapters and converters, and that to avoid this the public could safely purchase and only should purchase the television sets and component parts manufactured and sold with such adapters and converters, and in any event, should not make any purchases whatsoever for six months."

The result of CBS statements has been that "large numbers" of potential customers of Sightmaster have withheld purchases they had intended to make, the suit charged. Sightmaster sets have become such a drug on the market that the company has discontinued production, it reported.

The Sightmaster suit said that the FCC decision of Oct. 11 "specifically advised" that although FCC authorized CBS color standards, "if a demonstrable, practicable, compatible, electronic set-up were perfected it (FCC) would approve that also."

Sightmaster also pointed out that FCC "had no power" to interfere with the rights of manufacturers of television sets to continue to build black-and-white receivers.

The company seeks a permanent injunction prohibiting CBS from issuing "the false and fraudulent and disparaging statements . . . against the plaintiff's goods and from warning or advising the public not to buy plaintiff's goods."

Sightmaster also asked $750,000 damages. The suit, brought in New York Supreme Court, was served on the defendants last Tuesday.

Gov. Dewey is welcomed by Comdr. Loewi (r) as Mr. Witting looks on.

Louisville on Cable

SECOND AT&T coaxial circuit, linking Indianapolis with Louisville and making fulltime network service available to the latter city's two TV stations, WHAS-TV and WAVE-TV, went into operation Oct. 21.

DEWEY ON TV

Initiates New Technique

"TELEVISION allows me more freedom, lets me be myself . . . As a campaign weapon it has no equal . . . In radio I was always chained to a script . . ."

This reflection was attributed to Gov. Thomas E. Dewey of New York, a recent convert to the television medium, after a tour of the WABD (TV) New York studios with Comdr. Mortimer W. Loewi, director of DuMont Television Network, and Chris Witting, network's general manager. They briefed the governor on basic TV techniques, methods and equipment, while technicians instructed him in various control procedures.

The occasion marked the completion of one in a series of telecasts on WABD and other stations comprising sidewalk interviews with street corner audiences in Manhattan. The impromptu, unrehearsed sessions are aired from various sites in mid-town New York.

Gov. Dewey, who appeared eager to absorb as much video "know-how" as possible, felt that TV's future as a political weapon is limitless. He intends to visit a number of studios during his statewide tour to "learn as much as possible about this fascinating medium," he added.

'Blackie' in Color

ZIV TELEVISION Programs Inc. has set aside $750,000 to start production on 52-week film series of *Boston Blackie*. Series will be shot in color to be shown either in black-and-white or in color and will be sold to local and regional TV sponsors as well as national sponsors for spot advertising.

'Tele-Tech' Cover

COVER of the November issue of *Tele-Tech* magazine is devoted to pictures and a diagram showing how five television stations and three FM stations in New York have stacked their antennas on the new Empire State mast. The television antennas (in downward order from the top) will be WNBT, WPIX, WJZ-TV, WABD and WCBS. The probable locations of the WCBS-FM, WJZ-FM and WNBC-FM will be at the same levels as their sister stations.

Need Service Men

SHORTAGE of television service technicians was pointed up by E. C. Cahill, president of RCA Service Co., in a speech Oct. 19 before 200 technical men at the Electric Institute of Boston. Mr. Cahill estimated an additional 10,000 service technicians would be needed to install and service 2 million video sets which the industry is expected to produce and sell between now and the end of the year.

'TAKE IT OR LEAVE IT'

Raytheon Taps Public Opinion on Color TV

FLOOD of questionnaires on color television was received by Raytheon Mfg., Chicago, late last week as consumers all over the country responded to full-page advertisements appearing in 59 major cities. When the ad, which reported the "straight facts" about color TV, was planned, vice president in charge of sales and engineering, W. L. Dunn, anticipated that only 1,000 readers would fill out the 60-second questionnaire and return it to the Chicago plant. Instead, he predicted Wednesday that replies would total from 5,000 to 10,000. Results were expected to be tabulated by an independent firm late Friday.

Raytheon, owned by Belmont Radio Corp., started spotting ads Oct. 22. More than 1,500 letters had been received by the following Wednesday morning. Respondents were divided equally among those with and without TV sets in their homes. Early returns indicated that 70% "can take or leave" color TV, and about 50% of that 70% are ready to buy black-and-white sets now, Mr. Dunn said.

The questionnaire-coupon was addressed to owners and non-owners. Owners were asked how they feel about color TV, their reaction to installation of an adapter, whether they planned to install an adapter or converter and would they buy a regular black-and-white set, a regular set equipped to adapt to color or wait until color is perfected and standardized. Non-owners were asked their reaction to color TV and what their reaction to color TV.

The ad answered 20 questions of interest to consumers. It was written in pointed and meticulous style. The 20th question asked "What is Raytheon going to do?" The answer:

(1) Continue manufacture of black-and-white sets, to be provided "in the near future" with a plug connection for an adapter or converter; (2) produce "during the first half of next year" an adapter; (3) issue a "field kit, with connection plug and other parts"; (4) market a converter "as soon as programming and public acceptance makes such a course feasible"; (5) produce a full color set when and if the public demands it.

"It boils down to this. If you want to enjoy top flight TV programs in black-and-white for the next year or two, buy your TV set now. If you want to enjoy good TV programs now, and want color later, buy a set that can be easily adapted to color. If you want the final permanent color system—wait several years before you buy" the ad said. Other questions and partial answers:

Is there a good chance that an all-electronic color system will come fairly soon?—Frankly, while we don't know for sure, we believe it will . . . Almost all electronic engineers believe that CBS color will be followed by an improved all-electronic system—an all-electronic system could and certainly should be compatible.

Will I still be able to see the top shows on . . . my regular set?—Yes, for at least several years.

How good will black-and-white pictures be from a CBS color telecast?—Frankly, not so hot. They will have only about one-fourth the detail of regular black-and-white pictures.

Are today's sets about to become useless and obsolete?—Heavens, no. Black-and-white pictures will continue to be predominant for years and years.

Is the present CBS method final and permanent or is it temporary?—Nobody knows for sure. The FCC decision . . . does not stop other and better methods from being developed and eventually being put into common use. . . . As a matter of fact, the FCC made this point very clear.

Film Report

SERIES of films showing Marshall Plan in action will be released by A. F. Films Inc., 1600 Broadway, New York. Films were produced abroad by outstanding film documentarians, according to **Rosalind Kossoff**, director of A. F. Films. ECA films are obtainable without charge except for transportation, by writing company direct.

* * *

Jerry Fairbanks Inc., Hollywood, producing series of four animated commercials plus special one-reel musical TV film featurette to introduce 1951 car models. Latter film being done in 35mm Ansco color and narrated entirely in song. Agency, **D. P. Brother**, Detroit. Firm also doing series of five two-minute spot announcements plus special five-minute film for **Pat Brown**, California candidate for attorney general. **Verne Smith**, radio announcer, has been signed as narrator on new series for **Adam Scheidt Brewing Co.**, Norristown, Pa., by Fairbanks. Firm also plans to start production soon on new TV series, *The Buckskin Rangers*. Western Star Ray "Crash" Corrigan is featured. Series of 26 shows will be filmed at Corriganville ranch, Santa Susana Pass, near Hollywood. National sponsor sought.

National Assn. of Mfrs. offering 15-minute TV newsreel *Industry on Parade*, filmed by NBC-TV news department, to stations without charge. . . . **First National Bank of Minneapolis** sponsoring INS-Telenews *This Week in Sports* for 13 weeks over WTCN-TV Minneapolis-St. Paul.

D.C. BASKETBALL

Unable To Clear TV Time

ARRANGEMENTS for telecast rights to Washington Capitals' professional basketball games failed to materialize, not for lack of sponsorship but because local stations were unable to clear time for the games, it was confirmed last week [BROADCASTING, Oct. 9].

WWDC Washington will broadcast 33 home games of the Caps for the third consecutive year beginning Nov. 1 under sponsorship of Gunther Brewing Co., which also holds AM-TV rights to Baltimore Bullets contests over WITH and WMAR-TV Baltimore. Ruthrauff & Ryan, same city, is the agency. Steve Douglas will handle WWDC broadcasts.

WEWS Expands

DUE TO an expanded program schedule, WEWS (TV) Cleveland has begun construction of a new studio in the WEWS Bldg. The new studio is being installed by The Austin Co., builders and engineers, and will be located on the north side on the ground floor. It will be used primarily for intimate and regular daily feature programs and will be equipped for appliance and home demonstrations. The station's film library is being moved to the second floor to make room for the new studio. The second floor studios are being rebuilt to accommodate the station's program staff and all offices are being enlarged. Also a new film screening room is being installed.

HEARING DELAYED

On SAG Bargaining Petition

NLRB hearing in Los Angeles on Screen Actors Guild petition seeking certification as bargaining agent for actors in films in Southern California, scheduled for Oct. 25 [BROADCASTING, Oct. 23], has been delayed until Nov. 13 at the request of Television Authority, other talent union seeking jurisdiction over TV players.

Postponement was granted by the regional NLRB director, Howard Le Baron, when TVA stated that important witnesses from New York could not be on hand before that date. TVA originally sought a 60- or 30-day delay on the hearing, with SAG opposing any postponement.

Telestatus

(Continued from page 62)

lieved to carry much weight on the nationwide figures, however.

Nine Sunday programs were found to have a popularity rating of 20 or more. They are: *Hopalong Cassidy*, NBC, 47; *Toast of the Town*, CBS, 44.2; *Philco TV Playhouse*, NBC, 31.9; *Gene Autry*, CBS, 31.5; *This Is Show Business*, CBS, 29.5; *Comedy Hour*, NBC, 25.9; *Fred Waring Show*, CBS, 23.9; *Leave It to the Girls*, NBC, 23.6; *Aldrich Family*, NBC, 20.2.

ARB ratings are based on country-wide, county-by-county urban and rural sampling covering all 63 television centers. Information is obtained from viewer diaries placed for the week in 2,200 television homes, with a 60-70% recovery factor.

The popularity rating is based only on the part of the sample in areas where the program can be seen. The total U. S. audience shows, in actual numbers, how many homes in the entire nation were tuned to a specific program. For most programs the report shows percentage of men, women and children under 16 and average number of viewers per set. In the case of sponsored programs the cities in which the program is telecast are listed. Ratings reflect total audience for each period covered, not average coincidental audience.

Home audience for the World Series baseball telecasts was found to be as follows: Oct. 4, 1,600,000; Oct. 5, 1,570,000; Oct. 6, 1,500,000; Oct. 7, 2,335,000.

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THEATRE TV HERE

Progress Reported to SMPTE

THEATRE television is no longer an "engineer's dream" but a reality, RCA TV Engineer Ralph V. Little told members of the Society of Motion Picture and Television Engineers, at its 68th semi-annual convention in Lake Placid, N. Y., a fortnight ago [TELECASTING, Oct. 23].

Nine RCA PT-100 theatre television installations have been completed, he said, with another in process of installation, and two more on order.

He said theatre TV projection "to equal or excel the industry standards for 35mm motion picture projection" is now possible under controlled conditions of pickup and transmission. PT-100 equipment was designed after surveys of representative theatres, and it takes into consideration such factors as customer requirements of performance, theatre structure limitations, and cost of various elements, he said. It is able to utilize a full 8 mc video channel, providing "balanced resolution when using 735 lines instead of the present 525 lines," although present TV broadcast channels limit the practical band-width, via air transmission, to approximately 4 mc.

Hear Consultants

The convention also heard assurances by two New York theatre architecture and engineering consultants, Benjamin Schlanger and William Hoffberg, that "there will always be a motion picture and theatre television audience." It will be composed of those wishing to see entertainment not otherwise available, wishing to avoid advertising intrusions, to have a change from home entertainment, or satisfy gregarious instincts, and those who "prefer the dramatic impact of the large theatre screen cinematography," they said.

SMPTE spring 1951 convention will be held at the Hotel Statler, New York, April 30 to May 4.

This camera, CBS says, will be used to operate its color system as approved by FCC. Pointing out highlights to Mr. Terry (l) is Frank Stanton, CBS president. Camera is standard black-and-white modified for CBS standards by RCA.

• • •

KLZ COLOR PLAN

Asks FCC To Amend Its Application

A STATION in a non-television area, KLZ Denver, CBS affiliate, notified FCC last Wednesday it is prepared to telecast both in color and black-and-white if and when the Commission should approve its pending application for a TV license.

In a telegram to FCC Chairman Wayne Coy, Hugh Terry, KLZ general manager, said:

Now that the FCC has authorized commercial color television standards KLZ wishes to amend its application and state that it is its intention promptly to include color TV programs in its regular schedule should the Commission grant KLZ a television permit.

Pointing out that its application for a TV CP was filed early in 1948, KLZ informed the Commission that its executives have had "numerous occasions to observe color television in actual operation and to appraise public reaction in Washington (D. C.) and Denver." Mr. Terry said the station had cooperated with Smith, Kline & French Labs in color demonstrations held last year at the Colorado State Medical Convention.

At that time, Mr. Terry said, "the importance and desirability of color in television broadcasting became more than ever apparent to us" and since that time KLZ has voiced confidence in the future of color TV.

Since there are no TV stations within 500 miles of Denver, Mr. Terry stated, there is no problem of set obsolescence. The station, he said, feels that color transmission is "economically feasibly." He said he based that opinion on talks and visits to CBS in New York where he examined the network's new color TV camera which had been modified by RCA (see picture).

Although he had no estimates as to the time it would take to put a TV station on the air with telecasts in color, Mr. Terry thought it "wouldn't take longer to put color on the air than it would for black-and-white." He also pointed to telephone company plans to have radio relay microwave facilities in Denver next year.

KLZ is one of seven applicants for a TV station in Denver, where five TV channels are allocated, but applications are frozen pending final determination on allocations by the FCC. Mr. Terry said UHF is not a current consideration as the station has not conducted studies into the question.

Of other CBS affiliates, WCAU-TV Philadelphia has promised to begin color transmission as soon as it is available to the station and as soon as the station can obtain receivers for demonstration purposes. WHUM Reading, Pa., has stated it is prepared to advise the FCC of its desire for a VHF color telecasting grant instead of black-and-white [TELECASTING, Oct. 23].

AIMS AT MOVIES

L. A. Group Starts Drive

CONVINCED that television helps the motion picture box-office, the seven Los Angeles television stations, recently officially organized as Television Broadcasters of Southern California, have started a promotion campaign directed toward movie film producers.

Campaign is based on the recent successful joint effort of the stations on behalf of a TV advertising campaign for the Columbia Pictures Corp. release, "711 Ocean Drive." In surveys made before and during the two-week engagement of the movie at two Los Angeles theatres, it was found that the TV campaign was highly effective in drawing people to theatres, increasing attendance 25%. It also was shown that there was sharp increase in attendance by TV set owners who had been infrequent movie goers. And 24% of those interviewed said TV in particular prompted them to see the movie—a figure 200% over any other media.

Experiment had the cooperation of Harry Cohn, president, and Nate Spingold, vice president of Columbia Pictures Corp., which set up a special research budget to determine the effectiveness of the campaign.

Theme of the new promotion campaign is "The best buy in Los Angeles is television," suggested by Hoan J. Tyler, general manager, KFI-TV and secretary treasurer of the new group. Don Fedderson, vice president and general manager, KLAC-TV, is president.

MOVIE THREAT

Industry Inroads Flayed

A MICHIGAN state senator last Thursday reared up at the practice of state-supported institutions banning telecasts for home pickup, but on the other hand allowing the games in theatres which charge paid admissions.

Sen. Harold M. Ryan bitterly flayed the practice of the U. of Michigan, which is following the Big Ten ruling in this respect. Sen. Ryan threatened to introduce legislation that would ban the theatre telecasts if home sets can't pick up games free.

Along a similar line, Murphy McHenry, public relations counsel for Hallmark Productions, told an Oct. 20 meeting of Kentucky theatre owners in Louisville that the movie industry is laying plans to buy exclusive television rights for such sports events as the World Series.

He added that if such plans go through, TV set owners won't be able to see topflight sporting events on their home sets. World Series, rights can't be obtained before 1952, declared Mr. McHenry, however, other events could be tied up sooner than that.

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Woolley Honored

NBC AFFILIATE station operators at White Sulphur Springs, W. Va., raised funds to buy an auto and silver service for Easton C. Woolley, NBC director of station relations, who has joined KDYL-AM-FM-TV Salt Lake City as executive vice president and board member. Presentation was made by Harold Wheelahan, WSMB New Orleans, and Howard Pill, WSFA Montgomery, Ala., on behalf of the affiliates.

KTER OPENING

Zapffe Announces Plans

KTER Terrill, Tex., granted a construction permit by FCC for operation on 1570 kc with 250 w daytime, is mapping plans for its inauguration ceremonies pending Commission approval of the station's request for license, John Zapffe, KTER commercial manager, has announced.

In the planning stages are programs from the Kaufman County courthouse, including band music, farm programs, and selected interviews. Programs aimed at the teen-age and children's groups, as well as sports and women's fare, also are being slated. CP was issued April 21 to Terrill Broadcast Corp., of which Frederick Massengill Jr. is president.

Voice Conference

ALL-DAY conference on ways and means of strengthening the State Dept's Voice of America and other information programs was held Oct. 19 by Edward W. Barrett, Assistant Secretary of State for Public Affairs. A group of leading American trade union officers conferred with Secretary Barrett and other department officials to exchange ideas on increasing the effectiveness of State Dept.'s overseas information activities. Meeting was another in a current series with private groups.

DEDICATES MARS

ABC's Kintner Officiates

ROBERT E. KINTNER, ABC president, dedicated MARS (Military Amateur Radio System), the Pentagon's world-spanning emergency radio network, on *Time for Defense* over ABC last Tuesday. The program, conducted jointly by ABC and the U. S. Dept. of Defense, celebrated its first anniversary at that time.

Also heard were messages from Defense Secretary George C. Marshall, Gen. Omar Bradley, and Gen. Douglas MacArthur, together with a recording of the ceremonies of the return of recaptured Seoul to Korean President Syngman Rhee.

Demonstrations of MARS' value in supplying emergency communications in event of a disaster highlighted a noon-day dedication Tuesday at the Pentagon. Over 3,000 radio amateurs have joined the system since it was reorganized two years ago.

MARS has been assigned to military frequencies and is established so that, should FCC close down all amateur radio station frequencies, amateur facilities still may be made available to local and state authorities for civil defense and disaster relief. Originally it was limited to amateur band operation.

IAAB Assembly Meet

SECOND General Assembly of the Inter-American Assn. of Broadcasters will be held in Sao Paulo, Brazil, Nov. 15-25, following a preliminary session of the IAAB Directive Council, whose members include Goar Mestre, president; Emilio Azcarraga, vice president; Gilmore Nunn, WLAP Lexington, Ky., and Lorenzo Balerio Sicco. Special invitations also were sent to Campbell Arnoux, WTAR Norfolk, Va. (for NAB); Jose Luis Fernandez, Chamber of Broadcasting of Mexico; Ramon Bonachea, CMQ Havanna, and others. Delegates from all national associations of the Americas, with the exception of Argentina, are expected to attend the General Assembly. Agenda will be announced shortly.

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Another BMI "Pin Up" Hit—Published by Acuff-Rose

BONAPARTE'S RETREAT

On Records: **Kay Starr—Cap. 936; Gene Krupa—Vic. 20-3766; Pee Wee King—Vic. 21-0111; Buzz Butler—Dec. 46209; Leon McAuliffe—Col. 20706; Phil Napoleon—Col. 38891; Eddie Grant—Cap. 1158; T. Jackson—Mercury 6280.**

On Transcriptions: **Jack Rivers — Standard; Bob Eberly—World.**

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Advertisement

From where I sit *by* Joe Marsh

You Can't Build A Better Mousetrap!

"They're not the best-looking boarders a man ever had," Hack Turner said one day, "and they've got awful tempers. But I've found it pays to have 'em around."

Hack was talking about a family of barn owls, nesting in his silo this year. Some folks believe those little screechers kill chickens—and should be shot on sight. But Hack disagrees.

"Up at State University they've studied barn owls for years—and never known one to eat a chicken. In fact, a daddy owl will clean up around 300 mice a month. Farmers that kill barn owls are throwing away the best mousetraps known to man!"

From where I sit, when someone shows a prejudice against any group of animals or humans—it's usually just based on misunderstanding. For instance, some folks are plumb intolerant about those of us who enjoy an occasional quiet glass of beer. Get to really know us and you're liable to find we're pretty good birds at that!

Joe Marsh

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SCHOOL QUIZ ● ● ●

WNBH-WFMR (FM) New Bedford, Mass., *Wonder Quiz*, Sat., 10 a.m., Continental Baking Co. Contest is aired from auditorium of local school and features panel of students from two different schools in quiz contest. Each participant is awarded pen and pencil set, and winning team receives radio. Show is wire recorded for rebroadcast.

'CHILDREN'S PARTY' ● ●

WAAM (TV) Baltimore, *Fred Astaire's Children's Party*, Mon., 6:40-6:55 p.m. Talented children from Fred Astaire Dance Studios of Baltimore are featured on show. Production is staged in manner of revue, with chorus line, variety acts and children in studio audience seated around cafe-type tables. Show is Corona Productions package, produced and directed for WAAM by Ed Sarrow.

FACT SPOTS ● ● ●

WLAW Lawrence, Mass. Station inaugurates factual spots, with bits of information preceding facts concerning station or network programs. Sample: "Here's a fact—one day in 1883, Mary Sawyer entered the village school at Sterling, Mass., and was followed by her pet lamb. Here's another fact—the *Fat Man* program on WLAW (ABC) . . . stars J. Scott Smart . . ."

FIRE BADGES ● ● ●

WWJ-TV Detroit. As feature of *Shop, Look & Listen* show, Detroit Fire Department Inspector presented merit badges in Firemanship to 22 Boy Scouts.

COMMUNITY LIFE ● ● ●

WCCC Hartford, Conn., Sun., *Italian Life*. Show is programmed in cooperation with Italian-American Home organization, and features news and events of Italian churches and clubs. News is supplied by Italian newspaper, *The Hartford Bulletin*, and Jim Pansullo, director, transcribes events of interest during week for Sunday rebroadcast.

SKY PROMOTION ● ● ●

WBZ-TV Boston. *Good Life Club* promotion literally "took to the air." Over 20,000 leaflets calling attention to telecasts were dropped from plane over city. Show is sponsored by Hathaway Bakeries' Life Bread, and is children's feature.

SERVICE SERIES ● ● ●

WMAL Washington. Thurs., 10-10:15 p.m. Series of broadcasts by Gunnar Back, newsman, concerning services of Community Chest. Tape recordings of interviews with Chest personnel and persons who have benefited from various agencies make up programs. Child hit by car and recovering in local hospital, society for adoption of children, and other aspects will be utilized in series.

FIRE CHASERS ● ● ●

WSAZ-AM-TV Huntington, W. Va. Stations were alerted Oct. 21 to fire which broke out in downtown store and spread to destroy nearby theatre. Five special newscast were carried besides bulletins phoned into station by News Editor Ron Miller, who shuttled between fire and studios. TV Program Director Jim Ferguson produced films of fire at its height for use on 15-minute telecast. Interviews with fire chief and narrations for film were also carried. Estimated $1.5 million in damage was reported. This was third major fire in last six months covered by WSAZ.

★ ★ ★ ★ ★ ★ ★ ★ ★

WITH FLOWERS

KBON Omaha, *Hello Beautiful*, afternoon record show. Wives of 100 potential clients were sent gardenia corsages. Each box contained card signed by Lee Barron, show's m.c. It read, "Hello Beautiful! My new radio show . . . is dedicated to you. . . ."

★ ★ ★ ★ ★ ★ ★ ★ ★

NEW MANAGER ● ● ●

WPTZ (TV) Philadelphia. Jimmy Dykes, manager, and Arthur Ehlers, general manager of Philadelphia Athletics, were interviewed on *Open House* show few hours after their respective appointments. Both told of their hopes for team in 1951 in their initial public appearance in new capacities.

'WESTERN WEEK' ● ● ●

WWOD Lynchburg, Va. Station staged special movie of "Cisco Kid" as part of promotion for Western Week. Programs carried by WWOD tying-in with week are *Mark Trail, Challenge of the Yukon, Sky King, Bobby Benson, Roy Rogers* and *Cisco Kid*. Children who attended movie were given free doughnuts, popsicles, Dr. Pepper, gum and Cisco Kid masks and guns.

TV QUIZ ● ● ●

WXYZ-TV Detroit, *Prizes and Presents*. Children in audience are invited to send in questions which are used on show and answered by boys and girls in studio audience. Winners are awarded prizes. Station reports over 2,500 letters with questions were received in first four days of program.

HALLOWEEN ● ● ●

WXGI Richmond, Va., tied-in with Raylass Department Stores, one of its sponsors, to present Halloween masquerade contest for all local children between 3 and 13. Contest was held on second floor of store with station disc jockey, Frank Porter, as m.c.

GEMS SHOWN ● ● ●

KSTP-TV Minneapolis-St. Paul. While armed guard stood by, televiewers saw quarter of million dollars worth of jewels exhibited on *For You—Ladies* show. Stones were set in conventional and futuristic settings and were modeled before cameras.

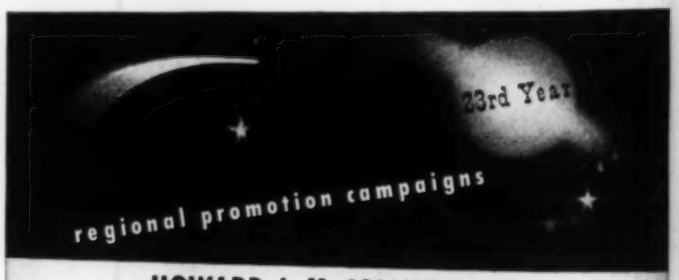
WEAVING SALES ● ● ●

MBS sends trade over-sized booklet titled, "Air-loom: 1950." Included in illustrated booklet are two success stories — one concerning an evening show, and other a daytimer. Covers are of deep blue, suggestive of evening sky.

GOOD DEEDS ● ● ●

KLZ Denver, *The Biggest Heart*, Fri., half-hour, sponsored by Fred Ward, Hudson distributor. Good deeds and unselfish acts by people with big hearts are subject of locally produced shows. Winner of "biggest heart" award each week receives week-end of entertainment in Denver. Series is written by Pete Smythe.

CANADIAN BROADCASTING Corp.'s International Service will start shortly to beam programs into Russia in Russian. Programs will start as soon as Russian language staff has been trained, with two half-hour broadcasts daily. Studios are at Montreal, transmitters at Sackville, N. B.



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RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation's leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its *thoriated-tungsten filament draws 60 per cent less filament power* than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. *Performance-proved* in the field.

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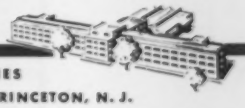

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ELECTRON TUBES HARRISON, N. J.

October 20 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: KAHU Waipahu, Oahu, Hawaii; WORL Boston, Mass.; WNCC Barnesboro, Pa.; KRKO Everett, Wash.; WCSI Columbus, Ind.; KIHR Hood River, Ore.; KRXL Roseburg, Ore.

WLAP-FM Lexington, Ky.—License for CP new FM station.

License Renewal

Request for license renewal FM station: WTWO Dayton, Ohio; WHBL-FM Sheboygan, Wis.; KOKX-FM Keokuk, Ia.; WCAO-FM Baltimore, Md.; WSTP-FM Salisbury, N. C.

Modification of CP

Mod. CP new FM station for extension of completion date: WLOK-FM Lima, Ohio; WALK New York; WFMD-FM Frederick, Md.; KSL-FM Salt Lake City, Utah; WKNA-FM Charleston, W. Va.

TENDERED FOR FILING

AM—1600 kc

WSFL Springfield, Mass.—CP AM station to change from 1600 kc 5 kw D to 1600 kc 5 kw-D 1 kw-N DA-2.

APPLICATION RETURNED

License Renewal

WHIT New Bern, N. C.—RETURNED Oct. 20 request for license renewal AM station.

October 23 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following stations granted renewal of licenses for period ending Nov. 1, 1953: KBRC Mt. Vernon, Wash.; KJAY Topeka, Kan.; KSTB Breckenridge, Tex.; KTXN Austin, Tex.; KULP El Campo, Tex.; KXIT Dalhart, Tex.; KWBG Boone, Ia.; WBEL Beloit, Wis.; WLAQ Rome, Ga.; WTTH Port Huron, Mich.; WSPC Anniston, Ala.; KIDO Boise, Ida.; KMAE McKinney, Tex.; KPRS Olathe, Kan.; WBCM Bay City, Mich.; WCLT Newark, Ohio; WLNA Peekskill, N. Y.; WFRC Reidsville, N. C.; KBWD Brownwood, Tex.; WLAM Lewiston, Me.; WONS & aux. Hartford, Conn.; WRAC Racine, Wis.; KTUL Tulsa, Okla.; WVOT Wilson, N. C.; KARM Fresno, Calif.; KCLO Topeka, Kan.; KDON Santa Cruz, Calif.; KFYN Bonham, Tex.; KGCX Sidney, Mont.; WLXW Carlisle, Pa.; WQBC Vicksburg, Miss.; WSAN Allentown; WWSR St. Albans, Vt.; KCNY San Marcos, Tex.; KCOH Houston; KCOL Fort Collins, Col.; KCRC Enid, Okla.; KCRG Cedar Rapids, Ia.; KDTH Dubuque; KOGT Orange, Tex.; KEIO Pocatello, Ida.; KERN Bakersfield, Calif.; KEYD Minneapolis; KGLU Safford, Ariz.; KGNB New Braunfels, Tex.; KINY Juneau, Alaska; KLVL Pasadena, Tex.; KMED, Medford, Ore.; KNED McAlester, Okla.; WAKR Akron; WCBC Anderson, Ind.; KATL Houston; KGER Long Beach; KTUR Turlock, Calif.; WHLL Wheeling, W. Va.; WVOM Brookline, Mass.; KGST Fresno, Calif.; KLFY Lafayette, La.

Granted temporary extensions of licenses to March 1, 1951, to following: WJJL Niagara Falls; WALB Albany, Ga.; KUJ Walla Walla, Wash.; KSIJ Gladewater, Tex.; WJOC Jamestown, N. Y.; KQV & aux. Pittsburgh, Pa.; WSYB Rutland, Vt.; WLOS Gladwater, Fla.; WSAR Fall River, Mass.; WVAM Altoona, Pa.; WBIG Greensboro, N. C.; WGES Chicago; KEYS Corpus Christi, Tex.; WBNX New York; WJCD Seymour, Ind.; KVOE Santa Ana, Calif.; WMMW Meridian, Conn.; KTIL Tillamook, Ore.; WEAM Arlington, Va. (Comrs. Sterling and Hennock for regular grant); KVVC Ventura, Calif.; WATL Atlanta; KNAL Victoria, Tex.; WWRL Woodside, L. I.; KASH Eugene, Ore.; WRXO Roxboro, N. C.; KBOR Brownsville, Tex.; KBUC Corona, Calif.; KCBC Des Moines; KEEN San Jose, Calif.; KHON Honolulu; KLMS Lincoln, Neb.; KMUS Muskogee, Okla.; KPBX Beaumont, Tex.; KPRO Riverside, Calif.; KSTN Stockton, Calif.

KXLF Butte, Mont.—Granted renewal of license for regular period.

Atlanta Newspapers Inc.—Granted petition to substitute Atlanta Newspapers Inc., for The Constitution Pub. Co. as party in pending TV proceedings and for leave to participate in hearing on general issues.

October 24 Decisions . . .

Petition Denied

WOBS Jacksonville, Fla. — Denied petition and supplements for reconsideration and grant without hearing of application to change hours of operation from D to unl., install DA-DN and change trans. location, on 1360 kc, and scheduled hearing to commence Nov. 17 at Washington.

Request Denied

WCRI Scottsboro, Ala.—Denied request for waiver of rules, to permit WCRI to begin operation with authorized daytime facilities at 5 a.m. throughout year.

WOTP - AM - FM Oswego, N. Y. — Denied request to remain silent for period of 60 days.

Hearing Designated

WKEY Covington, Va.—Designated for hearing in Washington on Jan. 5, 1951, application to change trans. location and make changes in ground system; made WRAD Radford, Va., party to proceeding.

Application Denied

WWSC Glens Falls, N. Y.—Denied application requesting extension of completion date from Oct. 11 to March 1, 1951, on application to change facilities from 1450 kc 250 w unl., to 1410 kc 1 kw-D, 500 w N, install new trans., change trans. location and install DA-N. If a request for hearing is made by applicant within 20 days, the denial will be set aside and application designated for hearing.

BY THE SECRETARY

WELS Kinston, N. C.—Granted license new AM station; 1010 kc 1 kw D.

The Midwest Bcstg. Co. Inc., Coffeyville, Kan.—Granted CP for new STL KAB-95.

WRAY Princeton, Ind.—Granted mod. CP for approval of ant., trans. and specify studio location.

KFST Ft. Stockton, Tex.—Granted mod. CP for approval of ant., trans. and studio locations.

WVMI Biloxi, Miss.—Granted mod. license to change main studio location.

Following were granted mod. CPs for extension of completion dates as shown: WOI-TV Ames, Ia. to 5-15-51; WWBZ Vineland, N. J. to 1-8-51 Cond.; KLIX Twin Falls, Ida. to 2-13-51 Cond.; KSOX Harlingen, Tex. to 5-1-51 Cond.; WJBW-FM New Orleans, La. to 4-3-51 Cond.; KA-5136 Arecibo, P. R. to 1-15-51; KAKC-FM Tulsa, Okla. to 4-1-51; WFMB Mayodan, N. C. to 12-13-50. KWKH-FM Shreveport, La. to 12-15-50; WKBN-FM Youngstown, Ohio to 1-15-51; KOWN Conway, Ark. to 4-22-51; WBCC-FM Bethesda, Md. to 1-6-51; KMAR Bakersfield, Calif. to 11-10-50; WBGE-FM Atlanta, Ga. to 4-1-51; WELI-FM New Haven, Conn. to 4-10-51; WARM-FM Scranton, Pa. to 4-15-51.

KMFM Monroe, La.—Granted license for CP which authorized reinstatement of CP for new FM station Chan. 281, (104.1 mc) ERP 17 kw, ant. 220 ft. mc) ERP 17 kw, ant. 220 ft.

KGER Long Beach, Calif.—Granted extension of authority to operate from aux. studio located at 541 S. Spring Street, Los Angeles from 10-19-50 thru 11-7-50.

KBKH Pullman, Wash.—Granted license new AM and specify studio location, 1150 kc 1 kw D.

KBPS Portland, Ore.—Granted extension of authority to remain silent beginning Oct. 19 and ending no later than Nov. 1950, in order to make changes in trans.

KASI-AM-FM Ames, Ia.—Granted cancellation of CP to install new vertical ant. and mount FM ant. on AM tower and request to cancel CP and delete FM station in Ames.

KFEL-FM Denver, Col. — Granted mod. CP for extension of completion date to 2-15-51..

Midwestern Bcstg. Co., Traverse City, Mich.—Granted renewals to KQB-399, KA-3671 on regular basis to Aug. 1, 1953.

Jefferson Standard Bcstg. Co., Area, Charlotte, N. C.—Granted CP and license new experimental TV relay KA-7803.

WAAA Winston-Salem, N. C.—Granted mod. CP for approval ant. and trans. location and specify studio location.

KSB-79 Van Beuren Township, Ind.—Granted mod. CP to change trans. location KSB-79.

Zenith Radio Corp., Chicago—Granted license for changes in facilities KS2XBS.

KSDS San Diego, Calif. — Granted mod. CP for extension of completion date to 4-15-51.

James A. Hardman, North Adams, Mass.—Granted request to cancel license and delete STL KCA-36.

WFMJ Youngstown, Ohio—Granted license install old main trans. to be used for aux. purposes with power of 250 w effective Nov. 1, 1950.

WERH Hamilton, Ala.—Granted license for new AM station; 970 kc 1 kw D.

WOAI-AM-TV San Antonio, Tex.—Granted request for involuntary transfer of control of licensee corporations from G. A. C. Halff, deceased to Hugh A. L. Halff, executor of estate of G. A. C. Halff, deceased.

Edwin H. Armstrong, New York—Granted CP new STL KEA-48 to be used with WFMN.

WJLK Asbury Park, N. J.—Granted CP to use present FM supporting tower as AM radiator and make changes in ground system.

KTOK Inc., Oklahoma City, Okla.—Granted mod. CP to change KKA-78 from FM STL KTOK-FM to standard STL KTOK changing frequency from 945.0 mc. to 931.5 mc; granted license for same.

KIHR Hood River, Ore.—Granted mod. CP to change type trans.

KNBR North Platte, Neb.—Granted mod. CP for approval ant., trans. and studio locations and to ch. type trans.

KGVL Greenville, Tex.—Granted mod. license to change main studio location.

KGEM Boise, Ida.—Granted mod. CP for extension of completion date to 2-3-51 (Cond.).

ACTION ON MOTIONS

By Commissioner Frieda B. Hennock

Southern Bcstg. Co. Inc., Nashville, Tenn.—Granted continuance of hearing proceeding re application and that of H. C. Young, Jr., Nashville, Tenn. from Nov. 22, to Jan. 3, 1951, at Washington, D. C.

Boston Radio Co. Inc. Boston, Mass.—Granted dismissal without prejudice of application for FM CP.

The Protestant Radio Commission—Granted request to accept late appearance in oral argument, presently scheduled for Oct. 30, in re Joint Petition of the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist and General Convention of Tex.

Rock City Bestrs., Little Falls, N. Y.—Granted petition to take depositions in proceeding re application and that of Robert Harvard Dye, Herkimer, N. Y.

Pottstown Bcstg. Co., Pottstown, Pa.—Granted petition to take depositions in proceeding re application and that of East Penn Bcstg. Co. Pottstown, Pa.

Pottstown Bcstg. Co., Pottstown, Pa.—Granted leave to amend application so as to delete all reference to Charles Kinzer Bentz and to submit new partnership agreement.

WMMB Melbourne, Fla. — Granted change of place of hearing to Melbourne, Fla.; date of hearing advanced from Dec. 13 to Dec. 6.

FCC General Counsel—Granted extension to Nov. 20, in which to file Exceptions to Initial Decision issued in proceeding re applications of Crescent Bay Bcstg. Co., Santa Monica, Calif.

McLean County Bcstg. Co., Bloomington, Ill.—Granted dismissal without prejudice of application.

By Hearing Examiner Jack P. Blume

El Dia Bcstg. Co., Avalon, Calif.—Granted request that transcript of testimony in proceeding re application be corrected in various respects.

South Saint Paul Bcstg. Co., South Saint Paul, Minn.—Granted petition in so far as it requests leave to amend application so as to increase power of the proposed station from 1 kw to 5 kw and for indefinite continuance of hearing now scheduled to begin on Nov. 7; referred to full Commission for consideration so much of petition as requests reconsideration of action in designating application for hearing and for grant without hearing.

By Examiner J. D. Bond

WELS Kinston, N. C.—Granted leave to amend application to change name of the corporate applicant to Farmers Bcstg. Service Inc.

By Examiner Basil P. Cooper

The Monroe Bcstg. Co., Monroe, Wis.—Granted continuance of hearing in

(Continued on page 79)

FCC actions

OCTOBER 20 TO OCTOBER 26

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager 250 watt local station AM & FM with proven ability in sales and sales management. Attractive proposition for man who can prove he can sell small market radio. Box 795G, BROADCASTING.

Substantial ownership participation available in New England independent AM for outstanding commercial manager. Box 846G, BROADCASTING.

Salesmen

Salesman, Transit Radio affiliate north central area. Salary plus commission. Advancement opportunity right man. Box 751G, BROADCASTING.

1000 watt NBC station in excellent market; 15% commission against substantial draw. Box 780G, BROADCASTING.

New England one station city needs experienced salesman. Commercial manager possibility. Guaranteed good salary plus commission. Daytime independent. Box 793G, BROADCASTING.

Salesman, $300 minimum guarantee. Conscientious, producing salesman can make considerably over minimum figure. Full details, snapshot, references. Box 804G, BROADCASTING.

Imaginative independent New England station needs same type salesman. Market is very large; if the ability is too, an aggressive man will prosper. Box 806G, BROADCASTING.

Indie in southern metropolitan market needs local sales man or woman. Want someone who will make regular calls, spend time working in honest effort to sell. Drawing account, good commission. Write details Box 835G, BROADCASTING.

Wanted: Salesman who knows small market and wants permanent radio selling job with newspaper-radio. Combo fulltime AM-FM operation, independent organization, anticipation and planning are requisites. Good salary to start if you have what it takes. Box 839G, BROADCASTING.

Successful salesman looking for opportunity to increase earnings. Prefer one experienced in south. Include particulars first letter. KENT, Shreveport, Louisiana.

If you have proven sales record and desire to make California your home, send complete information, photo, etc., to KSBW, Salinas, California. State remuneration desired. Good future for right man.

Salesman who can write copy. Salary and override. Interview necessary. Radio Station KSYC, Yreka, California.

Wanted: Experienced time salesman to work local accounts. Three-year-old newspaper affiliated station going full-time shortly. Want permanent man who will have chance at commercial manager job. Good salary, plus incentive. Give complete details. Radio Station KTBB, Tyler, Texas.

Announcers

Wanted, three engineer-announcers with emphasis on announcing for North Carolina Mutual affiliate 1000 watt AM station 10,000 watt FM station. Positions will be open for these men on or about December First 1950. Ideal working conditions, base salary plus time and one half overtime and talent fees. Send all information and disc to Box 582G, BROADCASTING.

Experienced, versatile, announcer for northeastern Ohio 5,000 watt network affiliate. Interested also combination copywriter-announcer. Send complete information. Draft status. Box 798G, BROADCASTING.

Help Wanted (Cont'd)

Combination man, ABC Rky. Mt. affiliate. Application, disc, photo, pertinent data and draft status first letter. Box 792G, BROADCASTING.

Combination announcer, engineer. First class license. State experience, marital status and draft position. Box 802G, BROADCASTING.

Experienced announcer, send disc, photo, references. Box 812G, BROADCASTING.

Louisiana station needs experienced combination man. Send details, audition, salary required. Box 814G, BROADCASTING.

Southeastern community station losing combo operator to service. Start replacement fifty-five dollars a week, average day under seven hours. Require capable, experienced announcer with license, no plant maintenance except logging. Salary increases to right man. Box 816G, BROADCASTING.

Wanted announcer with first class ticket for Minnesota station. Must be good. Experienced. Good pay. Box 820G, BROADCASTING.

Experienced announcer wanted who can pitch and sell on the air for top-flight eastern independent station. Box 831G, BROADCASTING.

Minnesota station needs newscaster able to gather and write news. Must be able to sell. Car necessary. Good man will earn good money. Send disc and details to Box 821G, BROADCASTING.

Announcer-writer wanted for new station. Send disc, picture and sample copy with first letter. KBOE, Oskaloosa, Iowa.

California 1000 watt MBS affiliate has opening for good experienced combo man. Full details and audition, plus photo, please. Send to KSBW, Salinas, California. Rush.

Permanent position for good announcer capable handling discs, news, remotes, etc. Progressive network affiliate established 1936. Prefer Texan or someone now residing in Texas. Contact Burton Bishop, KTEM, Temple, Texas.

Announcer and announcer-engineer. Emphasis on announcing. WBUY, Lexington, N. C.

Morning DJ personality. Permanent. Send data and disc. NBC in Palm Beach County. WEAT, Lake Worth, Florida.

All-round announcer, at least two years experience. Must be good DJ who knows how to sell with his voice and build audience. Good opportunity in 1 kw daytime independent, WOKZ, Alton, Illinois. Position open now, send all details, disc, photo and when you can come for personal interview to Harold Fitzgerald, Manager, WOKZ, Alton, Illinois. In Chicago area interview may be arranged through Edward A. Wheeler, WEAW, Evanston, Illinois.

Announcer: Network affiliate. Experienced only, board operation, local news, man on the street, general staff work, prefer morning man. Send references and draft status also disc or tape. WGEM, Quincy, Illinois.

Announcer with first class ticket. Send disc and full details to WGNI, Wilmington, N. C.

Morning man wanted, some experience, interview preferred. WNAE, Warren, Pa.

Announcer, engineer, need two reliable combos with first class tickets, prefer married men. Send full particulars and photo. WRCO, Richland Center, Wisconsin.

Help Wanted (Cont'd)

Experienced engineer-announcer wanted for 250 watter in metropolitan market. LBS affiliate. Accent on announcing. Send disc, photo and full information. Car essential. Write Peter Edman, WVEC, Hampton, Virgina.

Technical

First phone man immediately. Announcing preferred but not required. Start $52.00 per week for 48 hours. Car not required. Box 834G, BROADCASTING.

Engineer with 1st phone, to operate console and tape recorders. No announcing. State complete background in first letter, including salary. Box 838G, BROADCASTING.

Wanted: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. Send audition.

First phone engineer, single, with car, no experience necessary. Contact Chief Engineer, WASA, Havre de Grace, Maryland.

Wanted: Transmitter engineer for 5 kw station. Must have car. Advise experience and salary expected in first letter. WGAC, Augusta, Ga.

Engineer wanted: Write giving experience, training, salary required and model automobile. Include snapshot and character reference. William Atkinson, WGBA, Columbus, Georgia.

1st class phone license; young, looking for experience. $135 per month start. Transmitter and remotes. Contact George Waggoner, Chief Engineer, WHAW, Weston, West Virginia. Phone 1564, or 1555.

Production-Programming, others

Program director-announcer for new 250 watt daytimer in Pennsylvania small market. Send full details including disc, photo and salary required in first reply. Box 769G, BROADCASTING.

Traffic continuity combination. Girl preferred. Some mike work. Full details, snapshot, disc. Box 805G, BROADCASTING.

Copywriter, highly successful independent in Michigan has fine opportunity for man with wide experience in writing sincere, sensible selling commercials for personality announcers. $90.00 to start. Prove yourself and we'll gladly pay all you're worth. Please send complete details to Box 822G, BROADCASTING.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager—Sales, programming. 25 years with metropolitan network stations every phase operations. Desire locate east or midwest metropolitan areas. Excellent industry references. College. Box 713G, BROADCASTING.

Sales manager who in the past 17 years has personally sold millions of dollars in local time, seeks job as commercial manager of substantial southern station, or as manager of smaller outlet. 45 years of age. Married, two children. Florida or Gulf Coast preferred. Will go anywhere. Complete references available. Box 779G, BROADCASTING.

Made a million for my last employer. Can do it for you as your general manager. Available in month. Box 790G, BROADCASTING.

Experienced, competent radio and TV manager, with $150,000 to invest, desires to purchase interest in NBC or CBS affiliate and manage station, can furnish highest references. Box 800G, BROADCASTING.

General or commercial manager desires move to larger market. Wish opportunity to let my references speak for me. Box 817G, BROADCASTING.

Situations Wanted (Cont'd)

Manager-commercial manager with a proven successful record in radio for the past 15 years. Completely experienced in all phases of radio. Strong sales and good programming main objects. 38 years old, married, 1 child and draft exempt. Finest references. Remember, I am not a product from the war years. I know good radio from away back. Box 794G, BROADCASTING.

Manager or commercial manager, draft exempt. Emphasis on sales. Can make your station a profitable operation, large or small markets. Family man. Can start anytime. Box 801G, BROADCASTING.

Manager: Ten years in radio, background in sales, programming and personnel supervision; all in highly competitive market. Best references from agency and broadcast officials. Box 807G, BROADCASTING.

Sales manager. Producing salesman with topnotch experience in all phases of radio. Excellent references. Box 824G, BROADCASTING.

Manager, extensive independent and network experience, young, college graduate, now heading 1 kw net affiliate; unexcelled record; background and record will stand closest scrutiny, highest industry references. Heavy on sales and low cost operation. Solid, radio business man. Excellent record of employee and public relations. Seeking challenging market. Box 828G, BROADCASTING.

Manager-sales manager, currently sales manager and executive assistant to owner one of south's top sports stations. Eleven years experience, 38 years of age, married, college educated, hard worker. Can sell as well as direct others. Prefer southwest. References. Box 829G, BROADCASTING.

Salesmen

Salesman, experienced large and small markets. Network and independent stations. Present billing high. College education. Draft exempt. Box 843G, BROADCASTING.

Salesman, conscientious, aggressive, ambitious, 25, local outlet experience. Excellent references. Box 844G, BROADCASTING.

Salesman, draft free, mature, experienced in small and large markets, television training, wants position with progressive station. Prefer west, midwest or southwest. Box 849G, BROADCASTING.

Announcers

Need a top newsman? Bright disc jockey? Ace sportscaster? All-round staff experience. I'm your man! 12 years proving it. Draft exempt. Transcription available. Box 726G, BROADCASTING.

Top sports announcer. Available start basketball season. 5 years experience college football, basketball, class A baseball. University graduate. Married. Favorable draft status. Air check discs available. Would like to learn sales. Box 744G, BROADCASTING.

Disc jockey, 33, friendly yet mature in voice and ideas. Proven ability to sell commercials and build audiences. Authoritative news delivery. Box 748G, BROADCASTING.

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sports announcer presently employed desires change. Experience major sports. $65. Best references. Available end football season. 4 years staff experience. Box 783G, BROADCASTING.

Has the draft caught your sports newsman? Believer in hard work wants to tell you his qualifications in detail. Five years all sports, national sponsors. Washington state, San Francisco areas. Glutton for work. Desire permanency. References. Box 797G, BROADCASTING.

Announcer 3½ years. Married, 27, veteran. Experienced: sports, news, DJ. Prefer sports. Upper midwest. Appreciate shot at station over ¼ kw. Indie or net affiliate. Box 799G, BROADCASTING.

Announcer-engineer. Three years commercial broadcasting experience. First phone. Available immediately. Married. Will travel. References. Box 803G, BROADCASTING.

Early bird, 4 years, deep voice, available now. $50.00 minimum. Box 815G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Can write topnotch scripts, commercials. MC, special events. 8 years radio. Currently chief announcer. Steady. Established stations only. Box 819G, BROADCASTING.

Announcer. Top morning man, 3 years experience, 27, married, draft exempt veteran, newscasting, console operation, special events, usual notice, $70.00 minimum. Box 819G, BROADCASTING.

Announcer, married, 27. Radio, TV training. Specialize in news, commercials and disc shows. Write own shows, commercials. Box 825G, BROADCASTING.

Announcer of incomprehensible quality! Two years operating, copywriting. Single, 26. Box 832G, BROADCASTING.

Announcer, control board operator, moderate experience N. Y. station. Pleasing personality, reliable, two years college. Details, disc available. Will travel. Box 833G, BROADCASTING.

Announcer, experienced news, commercials and some DJ. 28 years old, 3 years college, NBC trained, married. Photo, disc, resume on request. Box 837G, BROADCASTING.

Florida and North Carolina: Staff announcer, 4 years radio, married, college graduate, draft exempt. Now employed 5000 watt CBS affiliate. $65 minimum. Staff announcing and/or program director. Box 841G, BROADCASTING.

Announcer-disc jockey, one year experience: Emerson College graduate; operate Gates, Raytheon, RCA boards, ideas. Box 845G, BROADCASTING.

Announcer, 2 years experience, presently employed as program director, sports play-by-play seeking new position. Operates board. Does sales work. Personable character, resonant, commercial voice. Present employer best reference. Can start immediately at $55 weekly if advancement commensurate with ability. Disc and photo available. Write Indiana, Pa., Box 730 or phone Indiana 1780.

Announcer, newscaster, experienced boardman. Anywhere but south. $45.00 weekly. Elliott, 1222-A Oak Street, Kansas City, Missouri.

First phone and Orson Welles voice (nearly). Eight months announcer school. Start me please! Ross Nicoletti, 3481 Lincoln, Detroit, Michigan.

Announcers, writers, all board trained and capable. Pathfinder School of Radio, Kansas City, Mo. Phone Harrison 0473.

Program manager, staff and topflight college football and basketball, double AA baseball announcer seeks same position in metropolitan sports area. Married, family, 27, college. George Taylor, 200 S. 2nd, Effingham, Ill. Phone 1098.

Combination man, 2½ years experience, excellent references, desires change to midwest from 1 kw ABC affiliate. Married, draft free, no floater. Si Willing, 515 North 8th Street, Las Vegas, Nevada.

Technical

Engineer, 32 months transmitter, remotes, tape recordings. Army radar experience. Graduate RCA Institute, N. Y. C. Presently employed. Box 473G, BROADCASTING.

18 years 1st telegraph, 1st phone license, last five years 1 kw broadcast, looking for something better, anywhere U. S. Box 702G, BROADCASTING.

Engineer now located in Virginia desires change to progressive station, preferably one with plans for TV. 18 years experience covering: design-development with large eastern manufacturer. Radio inspector FCC, field engineer with Washington consultant, supervising construction of new stations with directional antennas. Best references, family, available approximately 30 days. Box 811G, BROADCASTING.

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Engineer, ten years experience 250 watt to 10 kw AM all phases including chief. Sober, capable, industrious, age 44. Best character and technical references. Box 823G, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer looking for permanency. Not afraid of hard work. Engineering and executive ability backed by top references. Box 830G, BROADCASTING.

First phone, married, vet, low draft status, presently on one kw. Desires progressive organization with opportunity to learn, earn. Prefer northeast. Box 840G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer, working now, want change, have done combo work, not the best but the hardest and most willing worker. Draft exempt, car, one child. Box 848G, BROADCASTING.

First phone. Graduate leading school, veteran, family, age 32. Desire studio or transmitter work, southwest preferred but all offers considered. No experience. Disc on request. R. E. Bryan, 317 W. 99th St., New York 25, N. Y.

Veteran, first phone license, leading school graduate, experience wanted. Robert Gori, 2158 Crotona Avenue, Bronx, N. Y.

Wanted: Position as engineer with reliable, established station. One year experience in 500 watt AM station in the Chicago area. Young, single, car and free to travel. Wire or phone Elmore Haney, 317 S. 5th Street, DeKalb, Illinois. Phone 1104. Available for immediate duty.

Engineer, experienced, wants temporary job of 30 days. Salary $40 per 7 day week, 50 hrs. Available now Texas or suburban state. Walter Hoffman, General Delivery, Del Rio, Texas.

Vet, 1st phone. Graduate 2 leading schools desires experience. William Rogel, 1275 Grant Ave., New York, N. Y.

Technician. Ex Navy radio man, radio and TV school grad., married, hold 1st phone, 2nd telegraph and amateur license. Experienced television serviceman. Write Rocco Roritame, 28 Southgate Court, Bklyn 23, N. Y.

First phone license, age 24. TV school grad, 2 years NYU, will relocate. Write Daniel Steingold, 2339 East 17th St., Bklyn 29, N. Y.

Production-Programming, others

Newscaster-editor — Experienced in writing news and commercial copy; journalism training; MA Degree. 24. Single, draft exempt. Presently employed, but seeking betterment, preferably with conservative eastern metropolitan station; references, copy, audition disc furnished. Box 669G, BROADCASTING.

PD, newsman, A.P. experience, 27, married, military exempt. Got rebuilding job? Box 689G, BROADCASTING.

Program director, announcer, 3½ years experience. Desire permanent position only. Prefer full announcing schedule. Married, conscientious, draft exempt. Box 791G, BROADCASTING.

Country music personality. Have major recording contract, national publicity as singer, composer, and rural personality. Have several original ideas for this type of combination live and country disc shows. Good rating in southern town where I am now operating. Would like to locate in Houston, Miami or Cincinnati, but will consider any offer. Have sold radio time successfully. Must move because of climate. No drifter. Home owner with family. Box 796G, BROADCASTING.

News director: Seven years in top newsroom in competitive market. Good airman, reporter and editor. Experience with best accounts. Revenue-producing news ideas. Box 808G, BROADCASTING.

Newscaster, 3 years experience, 24, single, draft exempt, show business background, usual notice, $75.00 minimum for 40 hours. Box 809G, BROADCASTING.

News editor-announcer. Eight years news experience in small and metropolitan stations. Capable of taking complete charge comprehensive news operation. Desire adequate compensation, good climate and congenial surroundings. Draft exempt. Box 836G, BROADCASTING.

News editor, seven years experience, presently employed. Active member of NARND, family man, age 29. Seek permanency with good station. Box 850G, BROADCASTING.

Situations Wanted (Cont'd)

Television

Managerial

Television executive, experienced in all phases of production, programming and commercial operation. Experienced in organizing and developing TV operations. Box 810G, BROADCASTING • *TELECASTING.*

For Sale

Stations

Long established AM station located in major market with 5 low band TV channels is for sale at less than four times current earnings. Long successful record, top network affiliation, owns TV site, heavy industrial and agricultural region, off TV circuits now, making enough money to build its own TV when it comes. The $185,000 cash now will put you in TV three to five years from now without much if any additional capital. Best personal reasons for selling. Write Box 826G, BROADCASTING.

AM station for sale in one of top fifty markets in America, $185,000 cash is net price. Top network in leading industrial region, owners selling for sound reasons, not connected with radio operations. Box 827G, BROADCASTING.

Equipment, etc.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

RCA 1050-B transmitter 50 kw modified with factory built overall feedback and A.C. on all tube filaments. $18,000 will buy it FOB Des Moines, which includes $7200 worth of tubes and spare parts. Also Blaw-Knox diamond 530 foot guyed tower at $10,000 FOB transmitter site including lighting fixtures. This is a proven structure and a buy. WHO, Des Moines 7, Iowa.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: Gates 46-A antenna tuning unit complete with 3 section tower lighting filter, diode rectifier unit and remote meter. Rated at 1 kw modulated. Used three years, station now fulltime. Make offer, write or call Chief Engineer, WNAM, Neenah, Wis. 2-1062.

For sale, like new Federal 10 kw FM broadcast transmitter 193-A with modulator 109-B; General Electric frequency and modulation meter BM-1-A; also C-100 FM antenna, consists of eight shunt-fed radiating loops with heaters for de-icing, elbows, expansion joints, air intake and mounting brackets. Overall antenna power gain 8.3, VSWR obtained during factory tuning, 0.95/1 at 100.7 megacycles. All this equipment used only two years, like new in every respect. Included are new spare parts for transmitter as recommended by manufacturer, operating instruction books and 340 feet of 3 ⅛ inch co-ax (Andrew Company). Make offer to Kankakee Daily Journal Company, Kankakee, Illinois.

For Sale (Cont'd)

For sale, RCA 1 kw FM transmitter, 2 section Pylon and 106 ft. Truscon tower with 200 feet ⅞ inch Andrew co-ax. Make offer to Charles Hoeffer, Aurora Beacon News, Aurora, Illinois.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted: Used 150 foot tower, console remote, studio equipment for 250 w installation. Quote lowest price and condition first letter. Box 1916, University, Alabama.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Situations Wanted

Salesmen

BROADCAST EQUIPMENT

SALES ENGINEER

Experienced graduate AM and TV equipment salesman desires position with manufacturer as sales representative.

BOX 847G, BROADCASTING

For Sale

Equipment, etc.

MARIONETTE SHOW
Sacrifice Offer

Complete Marionette Show for sale. Puppets, sets, electrical equipment, aluminum structure. Practically a give-away. Ideal for television or theatrical use. A complete Marionette Show with eleven puppets: 1 female, 8 males, 1 dog, 1 snake. Two complete sets: a bar and dining room, and a liquor store. Easily adaptable for many uses. Original cost $22,000. Appraised for $6,000. Any reasonable offer accepted. Communicate with Melvin Singer at Plaza 9-1717 for appointment. Or write for full details and complete list of items to Room 474, 640 Fifth Avenue, New York 19, N. Y.

EXPERIENCED ... Manager available

if you need a manager with a proven sales record, my 10 years experience in management will warrant your consideration. I have had two station managerial jobs in ten years, both with the same organization. One with a network-affiliated station; the other building a 50 kw independent in a major market. I can submit industry-wide references including major national agencies and advertisers. Write in complete confidence to

Mel Drake, 612 S. Amherst, Albuquerque, New Mexico or call 5-6861

XUM

GILLIN AWARD

CAB To Give Annual Plaque

AN AWARD honoring the late John J. Gillin Jr., WOW Omaha, was established at a meeting of the board of directors of the Canadian Assn. of Broadcasters in Montreal, Oct. 19. The John J. Gillin Jr. plaque will go annually to the CAB member station outstanding in public service. Mr. Gillin had attended CAB meetings as an NAB director.

On the award committee are Harry Sedgewick, CFRB Toronto; Ted Campeau, CKLW Windsor; William Cranston, CKOC Hamilton, and Guy Herbert, All Canada Radio Facilities.

Other matters taken up at the meeting included a decision by the directors that American advertising agencies doing business with Canadian stations must apply for CAB enfranchisement on the same basis as Canadian agencies. The board also heard a report on NARBA and audience survey.

Other committees established along with the Gillin award committee were Music Library Committee, Public Relations Committee and the French Station Bureau.

CELEBRATING "Ray Locke Day" at a luncheon honoring Raymond P. Locke, retired president and founder of Tracy-Locke Co. Inc., Dallas, presented by the Dallas Advertising League Oct. 13, is this group of advertising men (l to r): Front row, J. B. O'Hare, Dr. Pepper Co. board chairman; Ward Mayborn, publisher of the *Sherman* (Tex.) *Democrat*; Rowland Broiles, president, Rowland Broiles Advertising, Fort Worth; W. S. Dorset, vice president, Mrs. Tucker's Food Inc.; Ray Haun, *This Week* magazine, New York; Mr. Locke; Wilson W. Crook Sr., president, Crook Advertising, Dallas; Morris Hite, new president, Tracy-Locke, and Tom McHale, Dallas Ad League president. Back row, Carl McWade, Skilsaw Inc., Chicago, advertising manager; C. C. Walhausen, president, TexTan, Yoakum, Tex.; Harry Guy, advertising director, *Dallas News*, and Otto Bruck, former Dallas agency executive.

DENIES WITT CORP.

FCC Rejects Facsimile Plan

FACSIMILE programming via facilities of WEHS (FM) Chicago has been denied to the Witt Corp. by FCC on grounds the Communications Act requires WEHS to maintain positive control of programs.

Witt Corp. planned to install facsimile equipment at WEHS as well as receivers in various locations likely to attract public attention, FCC explained. Witt Corp. would solicit advertising and prepare the facsimile programs which would be subject to WEHS approval, the Commission stated, with all revenue accruing to Witt until such time as the operation becomes profitable and new negotiations were arranged. FCC termed this "negative control" of programs by WEHS and hence contrary to the Act.

On the Alert

ANNOUNCER Ed Maxwell of WMAM Marinette, Wis., had a news beat at his fingertips—but is just as glad it didn't materialize. When WMAM received a call on a plane circling the airport without landing strip lights, Mr. Maxwell, alone at the station with Chief Engineer Leo Stewart, promptly tied up the airport's only telephone line for 30 minutes while Mr. Stewart stood by with tape recorder. Plane's safe landing didn't detract from the story proudly submitted by Mr. Maxwell, a radio newcomer, to the station's news editor upon the latter's return to city.

VOCM St. John's, Nfld., has started operating with 1 kw on 590 kc.

PHILA. BASKETBALL

WPEN Feeds to Sports Group

"ROUND-ROBIN" coverage of basketball play in the Philadelphia area will be used again this year, according to WPEN Philadelphia, originating station for the Sports Broadcast Network.

For the third straight year, WPEN will be the key outlet for all basketball games (professional and college) in Philadelphia, the station said. Temple, Villanova, St. Joseph, U. of Pennsylvania and LaSalle schedules will be covered in addition to the professional Philadelphia Warriors games. WPEN has set up announcer-engineer teams permitting the airing of two games at the same time. A sports supervisor at WPEN will monitor the games and shift from one to another as play progresses. Broadcasts, scheduled for December, January, February and March, will be fed by WPEN to the SBN which has 116 stations affiliated.

'Controls Letter'

PUBLICATION of a *Government Controls Letter*, weekly Washington report on business controls and procurement, was launched Oct. 18 by Vincent F. Callahan, editor and publisher, on leave of absence from WQQW Washington and former NSRB public relations director. Newsletter reports on plans, policies, regulations and procedures in connection with allocations, priorities, etc., and supplements a Personal Service Bureau to furnish information requested by subscribers. Rates for letter and bureau facilities are $75 a year and $40 for six months. Headquarters are in the Evans Bldg., Washington 5, D. C.

WNYC SEEKS

Election Night Extensio

REVERSAL of FCC decisions of 1948 and 1949 which refused additional air time on election nights to municipally-operated WNYC New York has been requested by Acting Mayor Vincent R. Impellitteri in a letter to the Commission.

He said it was impossible to assemble complete election returns by 10 p.m., the currently authorized limit; and that prior to the refusal of additional time in October 1948, and again in 1949, such time had been granted for approximately 24 years.

FCC Comr. Frieda B. Hennock's dissent to the 1949 decision was quoted to the effect that while New York commercial stations "must of necessity spend less time on local . . . returns," WNYC "utilizes the complete facilities of the police department and the board of elections throughout the city" and could report local results exclusively.

NRDGA CONTEST

Entries Deadline Dec. 11

NATIONAL RETAIL Dry Goods Assn. has announced its 1950 contest for successful retail radio programs. Deadline for entries is Dec. 11.

Transcriptions and scripts should be sent to Howard P. Abrahams, NRDGA, 100 W. 31st St., New York, covering retail program series broadcast up to Dec. 1 of this year, and entered under the classification of audience to which broadcasts are primarily beamed: General family, women, men, children, teen-age, farm or saturation spot campaign. Awards are given in each category and stores with three or more entries are eligible for an additional award for group beamed programs. Entry blanks are obtainable from Mr. Abrahams.

KOA'S NIMROD

Hunts Ducks, Bags Warden

IT WAS like so many duckpins for KOA Denver's early morning announcer, Starr Yelland, when he ventured forth Oct. 3 with microphone, hunting garb and a blunderbuss to explain the sport of duck hunting to his 6:30 a.m. fans.

Coincident with Denver's opening of the duck hunting season, Mr. Yelland turned up at the City Park where a peaceful pond is haven to flocks of the waddlers. For benefit of the radio audience, Mr. Yelland imitated calls (sent out by experts) beckoning the birds. In addition to shaking off a warden, the KOA announcer found his best luck when casting bread on the waters.

Incidentally, the escapade earned him the title of "Denver's No. 1 Nimrod" and a three-column feature spread in the Denver *Rocky Mountain News*.

Southwest

$28,000.00

Profitable 250 watt station which went on the air this year and is completely new from equipment to the building.

Station started making money right from the start and the reason for selling is due entirely to a partnership disagreement and the inability of either partner to buy out the other.

Located in excellent market in one of the fastest growing areas in the southwest. Network contract has been offered but delayed signing pending sale.

Station making in excess $1500.00 per month. Priced to sell immediately for cash—$28,000.00.

Midwest

$55,000.00

An excellent facility located in one of the most stable and desirable single station markets in the middlewest.

Retail sales in the city are in excess of $20,000,000.00.

Area covered includes a large portion of one of the richest states in the midwest.

Station is operating quite profitably under non-resident ownership. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 74)

Decisions Cont'd:

proceeding re application from Oct. 24, to Dec. 6, at Washington, D. C.

Paris Bcstg. Corp., Paris, Ill.—Granted leave to amend application so as to change facilities requested from 1420 kc 250 w D to 1440 kc 500 w D, specify another trans., and make other changes in proposal, and for removal of application, as amended from hearing calendar; dismissed as moot petition for continuance of hearing.

By Examiner Fanney N. Litvin

KENE Belen, N. M.—Granted request for change in location of hearing, scheduled to be held on Nov. 14, from Belen, N. M. to Albuquerque, N. M.

By Examiner H. B. Hutchison

WCAW Charleston, W. Va.—By memorandum opinion and order, granted motion to amend answers to certain questions in application.

October 24 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WMAY Springfield, Ill.; WTSL Hanover, N. H.; WGNR New Rochelle, N. Y.; WGNC Gastonia, N. C.; KALT Atlanta, Tex.

Modification of CP

WIVI Christiansted, St. Croix, V. I.—Mod. CP new AM station for extension of completion date.

WDAE-FM Tampa, Fla.—Mod. CP FM station to change frequency, ERP, studio location etc.

License Renewal

Request for license renewal FM station: WICA-FM Ashtabula, Ohio; WLOS-FM Asheville, N. C.

TENDERED FOR FILING

AM—1600 kc

WAPX Montgomery, Ala.—CP AM station to change from 1600 kc 1 kw unl. DA-N to 1600 kc 5 kw-D 1 kw-N DA-N.

AM—1460 kc

WOL Washington, D. C.—CP AM station to change from 1450 kc 250 w unl. to 1460 kc 5 kw unl. DA-2.

October 25 Decisions . . .

By Commissioners Walker, Jones, Sterling and Hennock

Hearing Designated

WKXY Sarasota, Fla. and Robert Hecksher, Ft. Myers, Fla.—Upon petition of WKXY designated for hearing in consolidated proceeding with application of Robert Hecksher application of WKXY to change facilities from 1540 kc 1 kw D to 1400 kc 250 w unl.; hearing to be held in Washington Oct. 31 and made WTSP St. Petersburg, Fla., a party to proceeding with respect to WKXY.

October 25 Applications . . .

ACCEPTED FOR FILING

License for CP

WOPA Oak Park, Ill.—License for CP new AM station.

AM—600 kc

KGEZ Kalispell, Mont.—CP AM station to change from 1340 kc 250 w unl. to 600 kc 1 kw unl. DA-2.

AM—1150 kc

KNED McAlester, Okla.—CP AM station to change from 1460 kc 1 kw D to 1150 kc 1 kw D.

Modification of CP

WVOW Logan, W. Va.—Mod. CP new AM station for extension of completion date.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station for extension of completion date.

License Renewal

WAFB-FM Baton Rouge, La.—Request for license renewal FM station.

License for CP

WMFD-FM Wilmington, N. C.—License for CP new FM station.

WAJC Indianapolis, Ind.—License for CP noncommercial educational FM station.

CP to Replace CP

KTEC Oretech, Ore.—CP to replace expired CP for noncommercial educational FM station.

Modification of CP

WSM-TV Nashville, Tenn.—Mod. CP new commercial TV station for extension of completion date to 5-6-51.

TENDERED FOR FILING

AM—1150 kc

WGBR Goldsboro, N. C.—CP AM station to change from 1450 kc 250 w unl. to 1150 kc 1 kw unl. DA-2.

October 26 Decisions . . .

BY COMMISSION EN BANC

Request Denied

WNYC New York City—Denied request for waiver of Sec. 1.324 of rules and acceptance of application for STA to operate station WNYC from 10 p.m. EST, Nov. 7, to conclusion of broadcast of election returns on Nov. 8.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,213	2,170	176		276	141
FM Stations	672	509	205	1*	7	6
TV Stations	107	52	57		360	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISION

WBUD Morrisville, Pa. — Announced final decision to grant application of WBUD to change from 1490 kc, 250 w fulitime to 1260 kc, 1 kw fulitime, directional and to move main studio from Morrisville, Pa. to Trenton, N. J., eng. cond. Decision Oct. 25.

Non-Docket Actions . . .

AM GRANTS

Floydada, Tex.—West Texas Bcstrs. Inc., granted new station 900 kc, 250 w fulltime. Estimated construction cost $25,050. Principals include: Ed Holmes, farming and insurance 40%; Byron A. Robertson, farming 20%; Robin Baker, 55% owner Baker-Fleming Flasho-Gas Co., and 30% owner Baker Hardware, 40%. Granted Oct. 24.

West Frankfort, Ill.—Pyramid Radio Bcstg. & Television Co. Inc., granted new station on 1300 kc, 1 kw day. Estimated construction cost $38,730. Principals in corporation include: George R. Lockard, cashier and president Bank of W. Frankfort, 2%; Eddie Griffin, owner retail grocery business, 10%; G. W. Lambert, dentist, 10%; L. Goebel Patton, superintendent of schools W. Frankfort 10%; Leonard J. Dunn, general law practice, 3%; Sam Martin, general manager Lane Chevrolet Co., 10%; I. A. Palmer, 5%; William Glodick, 50% owner Glodick Motors & Sales, 10%; J. R. Minton, real estate and appliance business, 20%; E. J. Paxton, manager WKYB Paducah and vice president Paducah Newspapers Inc., 20%. Paducah Newspapers Inc., is licensee of WKYB. Granted Oct. 24.

Beaver Dam, Wis. — Beaver Dam Bcstg. Co., granted new station 1430 kc, 1 kw day. Estimated construction cost: $15,060. Principals include: William E. Walker, 50% owner WMAM Marinette, Wis., president 40%; Howard L. Emich, sales manager WMAM and 6.67% interest, vice president 20%; Joseph D. Mackin, 20% owner WMAM and general manager, secty-treas. 40%. Granted Oct. 24.

Clinton, Mo.—Lee E. and Jeanne F. Baker d/b as Clinton Bcstg. Co., granted new station on 1280 kc, 1 kw day. Estimated construction cost $8,000. Lee E. Baker is consulting engineer KICK Springfield, Mo., as well as mathematics and physics instructor Southwest Missouri State College, Springfield. Granted Oct. 24.

Easley, S. C.—Pickens County Bcstg. Co. granted new station on 1360 kc, 1 kw day. Estimated construction cost $13,950. Principals: J. Lake Williams, secretary Alice Manufacturing Co., (textiles), president 97%; Elizabeth W. Williams, secretary 1%; B. M. Williams, Gulf Oil Distributor, 1%; Julien D. Wyatt, lawyer, 1%. Granted Oct. 24.

KREW Sunnyside, Wash.—Granted switch in facilities from 1059 kc 250 w day to 1230 kc 250 fulitime. Conditions. Granted Oct. 24.

KUBC Montrose, Col. — Granted switch in facilities from 1240 kc 250 w fulltime to 1260 kc 1 kw day, 500 w night, directional. Granted Oct. 24.

WLYN Lynn, Mass.—Granted modification of license to increase power from 500 w to 1 kw day on 1350 kc. Granted Oct. 24.

KSGM Ste. Genevieve, Mo.—Granted switch in facilities from 1450 kc 250 w fulltime to 980 kc 500 w fulltime, DA-DN. Granted Oct. 24.

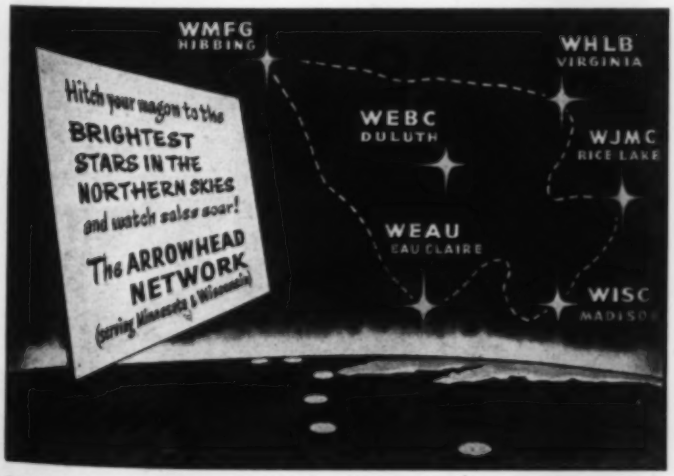
FM GRANT

Panama City, Fla. — Panama City Bcstg. Co. Inc., granted new Class B FM station Chan. 255 (98.9 mc), ERP 8.21 kw. Panama City Bcstg. is licensee WDLP AM outlet that city. Estimated construction $3,500 for engineering and miscellaneous, with plans to utilize equipment of WCOA-FM Pensacola. Granted Oct. 23.

AMENDED ALLOCATION PLAN

Commission adopted order to amend tentative allocation plan for Class B FM stations to assign Chan. 255 to Panama City in lieu of Chan. 283 and to allocate Chan. 283 to Pensacola, Fla., in lieu of Chan. 255.

(Continued on page 80)



SOLD

PRODUCT:
Chevrolet Automobiles

AGENCY:
Campbell-Ewald

CAMPAIGN:
One Announcement Daily

BUYING NORFOLK?
ADD WLOW THRU
A FORJOE MAN!

WLOW
NORFOLK
VIRGINIA

MORE PEOPLE!
MORE MONEY!
MORE SALES!
San Antonio
Population Increases
60%
Now Nation's
25th City

The 1950 Census figures just released show San Antonio with a population of 406,811, a whopping increase of 152,957 over the 1940 totals. This represents an increase of 60%, the largest gain of any major city in the nation. San Antonio is now the nation's 25th city.

There is no substitute in the Southwest for

CLEAR CHANNEL 50000 WATTS
WOAI
SAN ANTONIO

Represented Nationally by
Edward Petry & Company, Inc.
New York Chicago Detroit St. Louis Atlanta Dallas Los Angeles San Francisco

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

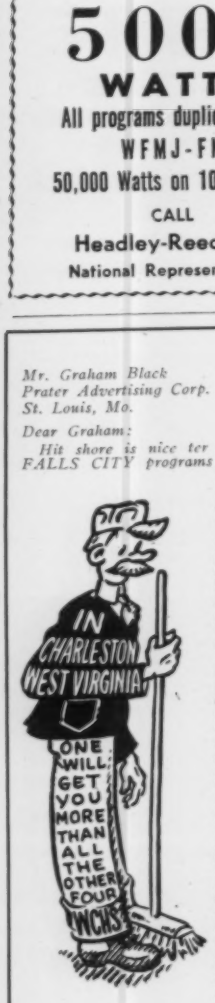
National Representatives

Mr. Graham Black
Prater Advertising Corp.
St. Louis, Mo.

Dear Graham:

Hit shore is nice ter know thet th' FALLS CITY programs is still gonna be on West Virginny's Number One Station WCHS! Yessir, Graham, hit shows thet you fellers knows a real bargain when yuh sees one! Yuh gits more lisseners by usin' WCHS then effen yud bought all th' other four stations in town, an' at oncy ha'f th' cost! Folks sure gits their money's worth on WCHS—an' in more ways then one! I overheerd th' boys plannin' some more high powered permoshun fer th' FALLS CITY programs—stuff thet'll shore let folks know yer still with us! We're glad yer a satisfied customer, Graham, and we know you'll allus hev WCHS in mind when yer lookin' fer a bargain!

Yrs.
Algy



WCHS

Charleston, W. Va.

FCC Roundup

(Continued from page 79)

Deletions . . .

SEVEN FM authorizations reported deleted by FCC. Total to date since Jan. 1: AM 32; FM 99; TV 3. Deletions and reason for withdrawal where given follow:

WJPF-FM Herrin, Ill. — Orville W. Lyerla. CP Oct. 10. Economic.

WCBM-FM Baltimore, Md.—Baltimore Bcstg. Co. CP Oct. 10. Real estate on which station located sold. May refile.

KIMV(FM) Hutchinson, Kan.—Hutchinson Pub. Co. License Oct. 4. Circumstances beyond control of applicant.

WMBS-FM Uniontown, Pa.—Fayette Bcstg. Corp. License Oct. 13. Lack of FM audience.

KRPO(FM) San Jose, Calif.—FM Radio and Television Corp. License Oct. 1. FCC denied request of station to remain silent until June 1, 1951.

KASI (FM) Ames, Ia.—Ames Bcstg. Co. CP Oct. 24. Economic.

WFMF (FM) North Adams, Mass.—James A. Hardman. License Oct. 24. Outlook for FM unfavorable.

New Applications . . .

AM APPLICATIONS

Augusta, Ga. — Garden City Bcstg. Co., 1050 kc, 250 w day. Estimated construction cost $23,400. Principals include: Melvin Purvis, part owner WOLS Florence, S. C., president 50%; George C. Nicholson, attorney, vice president 25%; Chester H. Jones, owner controlling interest in Family Laundry (laundry and dry-cleaning). Filed Oct. 18.

El Reno, Okla.—Leonard R. Lyon, 1490 kc, 100 w day. Estimated construction cost $8,800. Mr. Lyon's radio interests include 20% stock Fort Stockton Bcstg. Co. and 33⅓% Big State Bcstg. Co., licensee KTXN Big Spring, Tex. Filed Oct. 18.

Portland, Ore.—Bcstrs. Oregon Ltd., 580 kc, 1 kw day. Estimated construction cost $9,500. Applicant is licensee KPFM (FM) Portland and found that less than 25% of radio homes had FM, feel better service can be given the area with duplication on AM of FM programs "although our faith in FM is greater than ever." Filed Oct. 16.

Two Rivers, Wis.—Two Rivers Bcstg. Co., 1590 kc, 500 w day. Estimated construction cost $25,000. Principals include William F. Johns Jr., who has 55% interest in WOSH Oshkosh, is general manager WSHB Stillwater, Minn. and has an interest in KOBK Owatonna, Minn.; Jack A. Embs, 60%; Allen H. Embury, station manager WOSH Oshkosh, 20%. Filed Oct. 16.

Washington Court House, Ohio — Fayette Bcstg. Co., 1250 kc, 500 w day. Estimated construction cost $4,300. Principals include: Frederick Eckardt, chief engineer WVKO, plus stock interest; Beatrice B. Eckardt, nurse Mt. Carmel Hospital Columbus, Ohio; Woodrow C. Eckardt truck gardener and school bus driver. Filed Oct. 16.

Central City, Ky. — Central City-Greenville Bcstg. Co., 1380 kc, 500 w day. Estimated construction cost $14,275. Principals include: L. L. Stone, ½ owner Messenger & Times Argus; A. E. Stone, employed Army Public Relations Office, Fort Knox and ½ owner Messenger & Times Argus and R. G. Utley, ½ owner Messenger & Times Argus. Filed Oct. 13.

Las Vegas, Nev.—Vegas Valley Bcstg. Co. Inc., 1340 kc, 250 w unlimited. Estimated construction cost $15,800. Applicant is licensee KOLO Reno, Nev. Filed Oct. 13.

Clarksdale, Miss.—Delta Bcstg. Co., 1230 kc, 250 w fulltime. Estimated construction cost $16,183. Principals include: C. W. Capps, engaged in buying and selling cotton and ownership interest in WCED Dubois, Pa.; Lowry Tims, 98% owner Lowry Tims Co. Inc., (retailer butane gas and appliances); Melvin C. Lee, radio announcer, have equal interests. Filed Oct. 12.

Monroe, Mich.—Floral City Bcstg. Co., 1430 kc, 500 w day. Estimated construction cost $39,645. Boyd Phelps sole owner is also owner Phelps Precision Lab (frequency measuring service). Filed Oct. 25.

Rapid City, S. D.—The Heart of the Black Hills Station, 1340 kc, 250 w unlimited. Estimated construction cost: $17,500. Applicant is licensee KDSJ Deadwood, S. D. Filed Oct. 25.

TV APPLICATION

St. Petersburg, Fla.—City of St. Petersburg, application for commercial TV station Chan. 7 (174-180 mc), ERP 48.8 kw vis., 24.4 kw aur., antenna 468 ft. Estimated construction cost $200,000. Estimated first year revenue not available. Applicant is licensee AM station WSUN St. Petersburg. Filed Oct. 24.

TRANSFER REQUESTS

WBOK New Orleans—Assignment of CP from Jules J. Paglin to WBOK Inc. Mr. Paglin feels a corporate form of operation more desirable. In new corporation Pauline B. Paglin has 1% interest as does Mrs. Bertha P. Ferman. WBOK is assigned 800 kc, 1 kw day. Filed Oct. 24.

KOCY-AM-FM Oklahoma City—Acquisition of control of Plaza Court Bcstg. Co., through purchase of 100% of stock by M. H. Bonebrake for consideration of $150,000. Mr. Bonebrake has been general manager of the station since 1938. KOCY is assigned 250 w fulltime on 1340 kc.

KNAF Fredericksburg, Tex.—Transfer of 50% of stock in Gillespie Bcstg. Co., from Arthur Stehling to Merle Moore for a consideration of $26,000. Mr. Stehling desires to sell to secure funds to purchase additional stock in bank of which he is president. Miss Moore is a housewife owning oil properties. KNAF is assigned 1340 kc, 250 w fulltime. Filed Oct. 25.

KHUB Watsonville, Calif. — Assignment of license from Luther E. Gibson to Patrick H. Peabody for consideration of $35,000. Mr. Gibson believes station can render better service by local ownership. Mr. Peabody is 55% owner KSJO San Jose, Calif. KHUB is assigned 250 w fulltime on 1340 kc. Filed Oct. 25.

WCBA Corning, N. Y.—Acquisition of Wellsboro Corning Bcstg. Advertisers Inc., licensee, by Paul L. Carpenter from Lawrence A. Woodin. Mr. Woodin retires to devote his time to his theatre enterprises and sells to Mr. Carpenter for $45,000. Mr. Carpenter presently owns 50% of stock of WCBA. WCBA is assigned 1 kw day on 1350 kc. Filed Oct. 25.

WICY Malone, N. Y. — Transfer of control through sale by Ralph M. Cardinal of 50% interest for $25,000 to Mitchell C. Tackley, now 49.5% owner. WICY assigned 250 w on 1490 kc. Filed Sept. 13.

On All Accounts

(Continued from page 14)

ecutive.

The Henrys, she is the former Patricia Foley, have been married since July 1945. They have three children, John Jr., 4, Susan 3, and Blaise, 8 months. The family lives in Floral Park, L. I.

Mr. Henry's hobbies are golf and skiing.

Series Audience

A RADIO audience of more than 65 million heard one or more MBS broadcasts of the World Series, Richard Puff, MBS research director, estimated last week. Mr. Puff based his estimate on a special telephone survey conducted by Crossley Inc.

SPINGARN TO FTC

Takes Oath of Office

STEPHEN J. SPINGARN, who has served as President Truman's administrative assistant since January 1949 and previously was connected with the Treasury Dept. last Wednesday took the oath of office as the fifth member of the Federal Trade Commission. Ceremonies were attended by FTC Chairman James Mead and other commissioners.

Comr. Spingarn, in government service since 1934, was nominated for the FTC post Sept. 22 before Congress recessed and subsequently received an interim appointment. A New York Democrat, he will serve the unexpired term of the late Comr. Ewen L. Davis, extending until September 1953. While at the White House he was concerned with special legislative duties.

At Treasury Dept.

Comr. Spingarn was assistant general counsel of the Treasury Dept. before he transferred to the Executive Office of the President. His other Treasury assignments included duties as legal counsel to the Secret Service, and as a member of the department's Loyalty Board and Enforcement Coordination Committee. During World War II he served with the Counter-Intelligence Corps, and was discharged as a lieutenant colonel. He holds membership in the American Bar Assn.

Truman Accepts

PRESIDENT TRUMAN will be guest of the Radio Correspondents Assn. at the annual dinner to be held Feb. 3 in Washington. The President formally accepted an invitation tendered by the association's executive committee, headed by President William R. McAndrew, NBC. Accompanying Mr. McAndrew in extending the invitation were Elmer Davis, ABC; Pete Tully, Yankee Network; Bill Shadel, CBS; Hollis Seavey, MBS. John Edwards, ABC, is general chairman of the dinner committee.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Wis. Giveaways

(Continued from page 19)

the format of the show is "already flexible, I do not expect the change will in any way injure the effectiveness of the program," Mr. Schwimmer said. He will still pyramid the prizes. Modifications also were effected in *Tello-Test* for release to Don Lee stations, he said. Gaston Grignon, general manager of WISN, also removed two other shows cited in the opinion, *Bread Quiz No. 1* and *No. 2*. They were taken off the air immediately after the opinion was rendered. He reported several hundred telephone calls were received at WISN within two days after the opinion was given.

Seventy-one county district attorneys in the state received copies of the 14-page opinion, which was sought by several complainants after *Lucky Social Security Numbers* was removed from WMAW last June because of alleged violation of lottery laws. County district attorneys are expected to comply with regulation on giveaway shows, although most Wisconsin stations will probably keep a questionable show off the air until it has been declared not in violation, Mr. Platz said.

ABC To Decide

Walter Emerson, ABC Central Division attorney, who conferred with principals in Wisconsin last week, reported the network "is still in the process of deciding what means it will employ to combat the opinion. We do not believe the show is a lottery."

The opinion of Mr. Fairchild and Mr. Platz is in no way a court action or order. Stations, however, reportedly were warned by Milwaukee County District Attorney William J. McCauley that they will be liable to prosecution if shows termed lotteries are permitted to remain on the air. Mr. McCauley sought the opinion from Mr. Fairchild.

Initial question of the legality of *Stop the Music* was filed in June with the Milwuakee Better Business Bureau by H. Ellis Saxton, of the Milwaukee agency of the same name, on behalf of a client, Roth Appliance Distributors. Roth's sponsorship of *Lucky Social Security Numbers* on WMAW was questioned by several parties, and the show was later ordered off the air.

Mr. Saxton, who asserted Thursday that the opinion "is arbitrary and contrary to the intent of the law," will appear before the next session of the state legislature in January to seek an amendment to Sec. 348.01, which covers lotteries. He wants to get "exemption from prosecution for any ordinarily accepted forms of advertising and sales promotion involving prize awards or samples."

WTMJ-TV also removed *Jackpot Quiz*, mentioned in the opinion specifically, and two other shows also cited, which had been aired by WTMJ-TV and WMIL, were cancelled before the opinion was given.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

open mike

Hurricane Service

EDITOR, BROADCASTING:

On your story on the hurricane . . . WFTL-WGOR-FM, the key Liberty Network stations for South Florida . . . were on the air without interruption for 42 consecutive hours. We were the first stations in the area to broadcast telephone conversations with Miami, West Palm Beach, Jacksonville, and Belle Glade. We were the only stations to broadcast direct reports at intervals by the manager of the telephone company and the Florida Power & Light Co., and, in addition, frequent reports from disaster headquarters of the Red Cross and also reports from the City Manager.

Two days after the hurricane, Announcer Harry Burge broadcast an hour and fifteen minutes on behalf of the Salvation Army and received $500 in cash plus a large quantity of clothes and furniture, which were dispatched to disaster victims at once.

R. L. Bowles
General Manager
WFTL-WGOR-FM
Fort Lauderdale, Fla.

* * *

Timing Off

EDITOR, BROADCASTING:

. . . In the Oct. 16 issue . . . you report one thing which fails to jibe with either the time element or my own recollections on the event: Namely, the first station to broadcast a report on the Lindbergh kidnapping of 1932.

You credit WOR [New York] with this accomplishment at the hour of 11:35 a.m. If you meant to say p.m. instead of a.m., then I withdraw this comment. But if a.m. is correct, then WOR was certainly many hours behind the event itself and was more than five hours behind the first radio announcement I heard on the kidnapping.

I recall quite vividly that Old Man Henderson of KWKH Shreveport, signed on at 5 a.m. (CST), March 2, with one of his no-holds-barred blasts at the perpetrators of the kidnapping This was the first I had heard of it. . . .

Gene Martin
Sohio News Editor
Sohio Reporter
WTAM-NBC Bldg.
Cleveland

[EDITOR'S NOTE: Our apologies. WOR reported the kidnapping at 11:35 p.m. (not a.m.) March 1, according to BROADCASTING's records.]

* * *

Two Schools of Readers

EDITOR, BROADCASTING:

. . . . One or two students in every class grab BROADCASTING and hurriedly shuffle pages for your "Help Wanted" section.

Others (a majority) read BROADCASTING from cover to cover. These make our best students—and best representatives in the industry upon graduation.

Elbert Haling
Instructor
Institute of Radio Broadcasting
Dallas

Ford to WOR

MILTON Q. FORD, WWDC Washington disc jockey, and his famous talking parrot, "Richard," on Nov. 14, start a one-hour a week record show on WOR New York under sponsorship of Olympic Television Corp. and Dynamic Stores Inc., retail radio and television dealers in New York. In its announcement yesterday (Oct. 29) WWDC stated that Mr. Ford would be on loan to WOR and would continue to air his daily two-hour morning show in Washington.

Mr. Ford

'SILENT' BIDS

FCC Stiffens Policy

FCC'S stiffening policy toward requests from stations wanting to cease operations "for prolonged periods" was evidenced again last week in a letter telling WOPT-AM-FM Oswego, N. Y., to return to the air within 30 days or give up its licenses.

The Commission said WOPT-AM-FM, owned by the *Palladium Times*, "has been silent since Sept. 17, 1950, without authorization and in violation of the Commission's Rules and Regulations. This matter is not being further pursued at this time but will be considered in connection with any future applications for licenses or for renewal of licenses filed by the Palladium Times Inc."

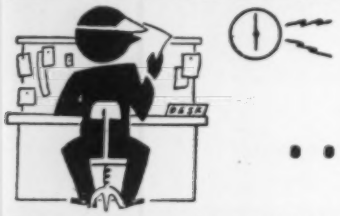
Three other requests for authorized silence were appproved. KPHC Walsenburg, Col., was granted "additional time to remain silent to Dec. 1, 1950"; KIND Independence, Kan., received "authority to remain silent for a period of 30 days, in order to effect a financial reorganization"; and KSTV Stephenville, Tex., was "granted extension of authority to remain silent for a period of 45 days from Sept. 20, subject to continued lighting of the antenna in accordance with Sec. 3.45(d) of the Rules."

FCC's letter to WOPT-AM-FM, authorized Monday, was in answer to a Sept. 5 request for authority to keep the stations silent on grounds that "it is 'financially impractical' to resume regular operations and in order to effect a 'reorganization or sale' of these stations," the Commission explained.

WHBU to CBS

WHBU Anderson, Ind., joined CBS yesterday, Oct. 29, bringing the total number of CBS affiliates to 194. WHBU, a former ABC affiliate, operates with 250 w on 1240 kc and is owned by the Anderson Broadcasting Corp. John R. Atkinson is general manager of the station.

WWDC Washington presented Treasury Dept.'s "Award of Merit" for cooperation with Bonds program.



...at deadline

NAB DISTRICT 6 URGES INDUSTRY SALES DRIVE

NAB DISTRICT 6, at New Orleans meeting, adopted resolution Friday calling on NAB board to take immediate steps to collect facts on radio's dominance as advertising medium (see AM Committee story page 22).

District pointed to tremendous increase in set ownership in last decade and said nobody in radio has ever told medium's story adequately. Proposed study would show rapid growth of radio and expansion of its influence. Then NAB would acquaint public and advertisers with facts about medium.

District 6 urged NAB board to place strongest possible emphasis on radio's dominance as advertising medium in connection with programming of 1951 industry convention, to be held in Chicago in mid-April.

Separation of Broadcast Advertising Bureau from NAB, as provided by board action last summer, was endorsed. District 6 adopted resolution endorsing regime of President Justin Miller and NAB management; advised united support of government projects; approved plans for association membership drive; praised work of Director Harold Whelahan, WSMB New Orleans, on behalf of district.

Don Petty, NAB general counsel, reported on gross receipts tax in states, terming them "constant threat." He suggested stations keep legislatures and city councils advised on subject and reviewed Hawaiian, New Mexico and Little Rock tax cases.

Other speakers at two-day meeting included Robert Burton, BMI; Ralph W. Hardy, Judge Miller, Richard P. Doherty of NAB staff. Robert D. Swezey, WDSU New Orleans, chairman of NAB board BAB Committee, discussed plans for expanded BAB and radio sales promotion.

Members of resolutions committee were F. C. Sowell, WLAC Nashville, chairman; Wylie Harris, WJDX Jackson, Miss., and Mr. Swezey.

Hoyt B. Wooten, WREC Memphis, told meeting Voice of America is taking beating in Europe, citing engineering difficulties. Lee Hart, assistant director of BAB, and Charles A. Batson, NAB TV director, on Friday agenda. Record registration of 101 reported by Director Whelahan.

COTTONE DENIES CHARGES

FCC General Counsel Benedict P. Cottone late Friday issued strongly worded statement denying charges that he and other FCC personnel destroyed or suppressed "primary evidence" in FCC case involving news policies of G. A. (Dick) Richards. Charges had been made by Hugh Fulton, counsel for Mr. Richards [BROADCASTING, Oct. 23]. Mr. Cottone noted FCC Examiner James D. Cunningham denied motion made by Mr. Fulton on basis of his charges, and also "struck Mr. Fulton's accusations from the record." Mr. Cottone concluded:

Mr. Fulton has ignored the demands which I have heretofore made upon him for retraction. In view of the pendency of these proceedings, whatever further action is called for in this matter, must await the conclusion of the case.

TV SET PRODUCTION OVER 200,000 WEEKLY

PRODUCTION of TV sets passed 200,000-per-week mark for first time during second week in October, according to industrywide estimate by Radio-Television Mfrs. Assn. Output for first week in October was 183,031 TV sets.

Radio set output totaled 352,651 for second week in October compared to 353,171 for first week.

In monthly compilation of RTMA member-company production for August, association found TV production totaled 557,828 sets. Total radio production of RTMA members was 911,398 sets in August, of which 208,902 were auto radios.

August member production included 112,805 FM and FM-AM radio sets with another 54,306 TV sets containing FM reception, a total of 167,111 FM tuning circuits for the month.

For second consecutive month sales of radio receiving tubes set new alltime record in September, RTMA reported, totaling 37,031,373 compared to 36,269,435 in August, previous record. Tube sales for first nine months of 1950 totaled 264,804,746 units.

CHARLES HOLBROOK

CHARLES HOLBROOK, 49, president and general manager of WMOU Berlin, N. H., died early Oct. 27 of heart attack after long illness in St. Louis Hospital, Berlin. Graduate of Dartmouth, Mr. Holbrook was former member of ABC sales department and had been with McGraw-Hill. In 1946 he founded WMOU. Mr. Holbrook lived in Shelburne, N. H. Surviving are his wife, former Helen Finch, and one son, John. Services being held today (Monday) at Woodlawn Cemetery Chapel, Pelham, N. Y.

TAX BENEFIT PROCEDURE

ELECTRONICS manufacturers who seek federal tax benefits when expanding facilities for defense production may obtain application forms and procedures from Dept. of Commerce., Room 5803, Washington 25, D. C. or department field offices, W. Stuart Symington, chairman, National Security Resources Board, announced Friday. Requests for authority to amortize "emergency" facilities over five-year period (such as during World War II) must be filed with board. Forms to be assigned appropriate agency and returned to NSRB for review and decision by Mr. Symington, who is "certifying authority" (see story page 19).

SARNOFF HEADS DRIVE

BRIG. GEN. David Sarnoff, chairman of board, RCA, has accepted post of 1951 Red Cross Fund Campaign chairman, it was announced Friday by Gen. George C. Marshall, Red Cross president. Gen. Marshall acted as chairman of the campaign last year but said he needed help this year because of press of other duties. He said Gen. Sarnoff was "right man" for job. In accepting Gen. Sarnoff stated he felt it was "privilege" to serve.

Closed Circuit

(Continued from page 4)

ards. Black-and-white print also made of e film so it can be used either in color monochrome.

ABE SCHECHTER, who last week join executive staff of Crowell-Collier, was offe positions by two major networks, as well with several agencies and public relati organizations.

ROOM FOR 6,000 TV STATIONS IN UHF BAND CLAIMED

SUPERIOR interference-free UHF televisi service—with as many as 6,000 stations of a classes possible through use of new "fold-in allocation technique—seen as eventual reali by Dana A. Griffin, president of Communica tions Measurements Lab., New York, at Frida session of FCC's TV allocation hearing (s early story page 57).

He urged newer non-compatible techniques b embodied in UHF standards to get most effectiv use of 6 mc channels, including better definitio CBS color. Non-compatible UHF standards woul cut oscillator radiation and other interference eliminate present FM sound transmission metho and reduce adjacent channel problem; reduce cos by relaxing stability tolerances at both transmitte and receiver.

Highly technical "fold-in principle" involve effecting proper intermediate frequency so un wanted signals occur in suppressed sidebands o desired signal. Mr. Griffin generally opposed VHF-UHF intermixture to reduce need for expensive "hybrid two-band" sets. He indicated "VHF system contains the seeds of self destruction in our larges cities" because of its interference and other weak nesses.

Donald Fink, chairman, Joint Technical Advisory Committee, summarized allocation portion of JTAC Report 4 first introduced at color hearing last fall. Report generally calls for UHF allocation according to VHF standards with alternate channels 12 mc apart. John V. L. Hogan, chairman of Panel 3 on Allocation, National Television System committee of RTMA, offered detailed summary concluding that in order to provide minimum of four stations in each community of 100,000 population or more, and additional stations in large cities, "sound allocation" demands a minimum number of UHF and VHF channels "considerably in excess" of that proposed by FCC. NTSC opposed intermixture.

Andrew F. Inglis, Washington consulting engineer appearing for Home News Pub. Co., operator of UHF station KE2XEL New Brunswick, N. J., said at first glance experiments appear "very discouraging" as far as UHF there is concerned. To get same signal as VHF, transmitter power of 10 to 100 times would be needed. Possibility of service seen if set owners are willing to invest in careful antenna installations.

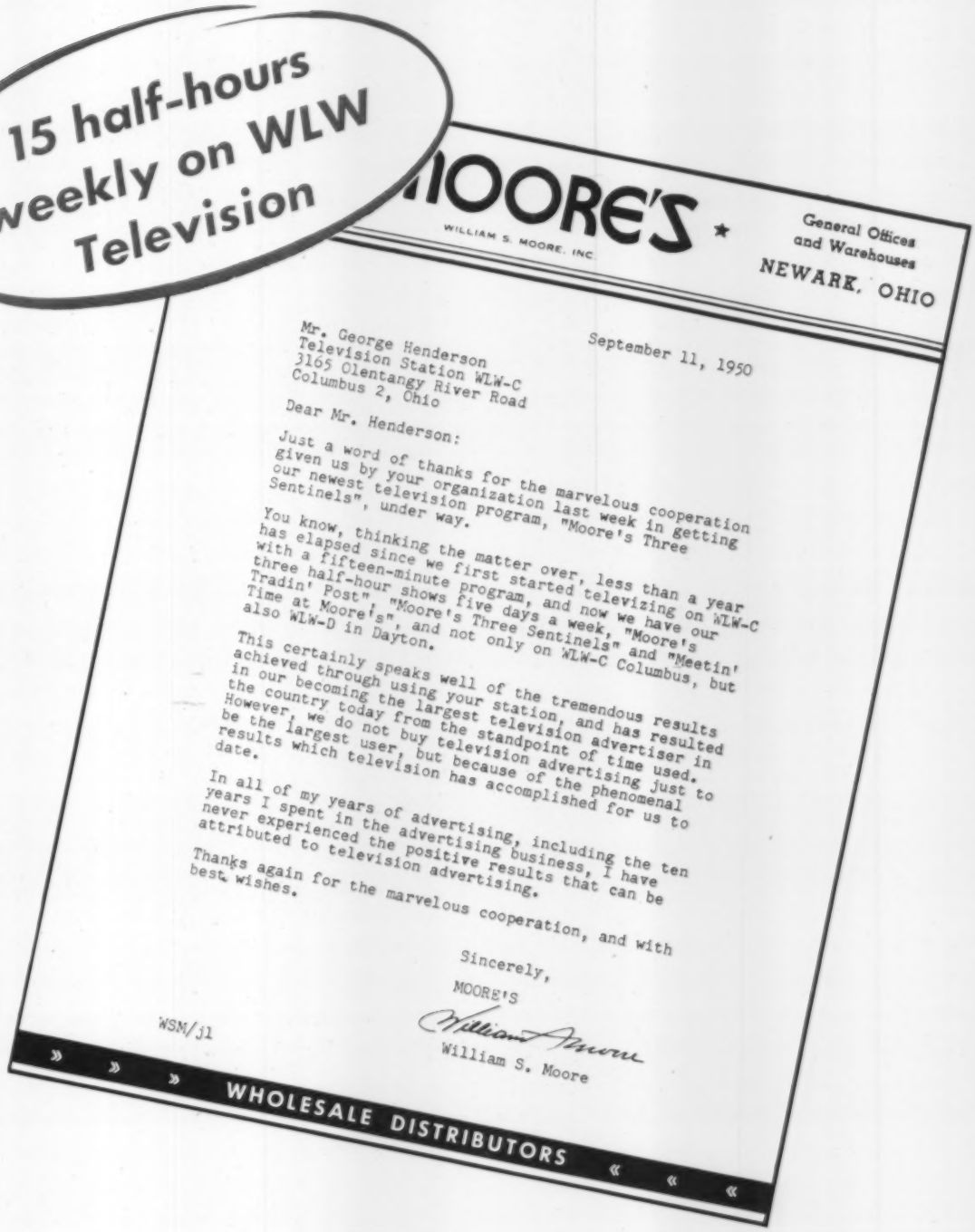
Meanwhile, National Assn. of Educational Broadcasters and associated groups Friday asked FCC to set specific date of Jan. 15 for hearing on proposal for reservation of UHF TV channels for educational stations. Time is needed to prepare case, it said.

RCA EARNINGS INCREASED

NET profit of RCA in third quarter of 195 amounted to $12,422,994, increase of $8,449,85 over same period in 1949. Earnings, after taxes, were equivalent to 84¢ per share of common stock as compared with 23¢ in 1949. Gross income for third quarter amounted to $146,957,033 as compared with $88,415,67 for same quarter of 1949. Nine-month gross was $395,741,391 compared to $275,673,666 in 1949. Net profit after all charges and taxes was $33,384,637 as against $14,095,186 for 1949, increase of $19,289,451. Earnings applicable to common stock for nine months amounted to $2.24 compared to 85¢ for 1949.

WDAR SAVANNAH SOLD

SALE of WDAR Savannah (1400 kc, 250 w. ABC affiliate) by A. C. Neff and M. K. Clark for $56,250 to H. Blair Minick, New York air transportation company owner, was announced Friday, subject to customary FCC approval. Mr. Minick owns Skytrade Inc., cargo carrier line. His wife is Savannah native. Messrs. Neff and Clark, Savannah business men, owned WDAR in equal shares. Transaction handled through Blackburn-Hamilton Co.


15 half-hours weekly on WLW Television
MOORE'S
WILLIAM S. MOORE, INC.
General Offices and Warehouses
NEWARK, OHIO
September 11, 1950
Mr. George Henderson
Television Station WLW-C
3165 Olentangy River Road
Columbus 2, Ohio
Dear Mr. Henderson:
Just a word of thanks for the marvelous cooperation given us by your organization last week in getting our newest television program, "Moore's Three Sentinels", under way.
You know, thinking the matter over, less than a year has elapsed since we first started televizing on WLW-C with a fifteen-minute program, and now we have our three half-hour shows five days a week, "Moore's Tradin' Post", "Moore's Three Sentinels" and "Meetin' Time at Moore's", and not only on WLW-C Columbus, but also WLW-D in Dayton.
This certainly speaks well of the tremendous results achieved through using your station, and has resulted in our becoming the largest television advertiser in the country today from the standpoint of time used. However, we do not buy television advertising just to be the largest user, but because of the phenomenal results which television has accomplished for us to date.
In all of my years of advertising, including the ten years I spent in the advertising business, I have never experienced the positive results that can be attributed to television advertising.
Thanks again for the marvelous cooperation, and with best wishes.
Sincerely,
MOORE'S
William S. Moore
WSM/jl
WHOLESALE DISTRIBUTORS

WLW-TELEVISION

WLW-D
18 West Monument
Dayton 2, Ohio

WLW-T
140 West Ninth St.
Cincinnati 2, Ohio

WLW-C
Seneca Hotel
Columbus 15, Ohio

For further information, contact any of these sales offices:

630 Fifth Avenue
New York 20, N. Y.

360 North Michigan
Chicago 1, Illinois

6381 Hollywood Blvd.
Hollywood 28, Calif.

CROSLEY BROADCASTING CORPORATION

XUM